

Sales Management

THE MAGAZINE OF MARKETING

And now ...
the

LEADER-LOOK!

Page 33



ALSO IN THIS ISSUE ...

Why 'Hush Puppies' Bark So Loudly

Red Motley Talks about Alcoholism

Exploring Hidden Assets
In Sales Contests

Are Too Many Companies Ignoring the
Motivation Power of Honor Awards?



6,000,000... GOING ON 7

This year, one woman's magazine has achieved a circulation of over 6,000,000... Ladies' Home Journal. In the not-too-distant future, one woman's magazine will be the first to reach 7,000,000.

The exact date can't be forecast, but the name of the magazine can... Ladies' Home Journal...

because more than ever before, the Journal is the magazine the most women want the most.

LADIES' HOME JOURNAL

Isn't it about time advertising moved up from the Three-I League?

"If you're not quite sure what you're talking about, invent a fancy name for it!"

The shrewd man who said that would have loved advertising's current Three-I League:

Impact **I**mage **I**nvolve**m**ent

The trouble is that too many people mouth the words without having the slightest idea of what they're talking about.

Isn't it about time advertising moved up from the Three-I League and brought the words to life by spelling things out?

For instance:

Get the customer's attention. Give her (or him) a clear-cut impression of the product, and make her feel it's made by honest people with good taste. Convince her that what you are saying is directed to her personally, and that what you are selling can play a useful or a pleasant part in her life.

This is what we preach. This is what we try to practice. If it seems simple, it's because it is. So is advertising that works.



We work for the following companies: ALLSTATE INSURANCE COMPANIES • AMERICAN MINERAL SPIRITS CO. • ATCHISON, TOPEKA & SANTA FE RAILWAY CO. • BROWN SHOE COMPANY • CAMPBELL SOUP COMPANY • CHRYSLER CORPORATION • COMMONWEALTH EDISON COMPANY AND PUBLIC SERVICE COMPANY • THE CRACKER JACK CO. • THE ELECTRIC ASSOCIATION (Chicago) • GREEN GIANT COMPANY • HARRIS TRUST AND SAVINGS BANK • THE HOOVER COMPANY • KELLOGG COMPANY • THE KENDALL COMPANY • THE MAYTAG COMPANY • MOTOROLA INC. • PHILIP MORRIS INC. • CHAS. PFIZER & CO., INC. • THE PILLSBURY COMPANY • THE PROCTER & GAMBLE COMPANY • THE PURE OIL COMPANY • THE PURE FUEL OIL COMPANY • STAR-KIST FOODS, INC. • SUGAR INFORMATION, INC. • SWIFT & COMPANY • TEA COUNCIL OF THE U. S. A., INC.



LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

Sales Management November 20, 1959 1

TO PRE-SELL BASIC FOR 1960 TO REACH HOSPITALS



6 STRATEGIC SALES-BUILDING ISSUES

Your nucleus for reaching, telling and pre-selling the greatest concentration of people who buy for hospitals, **HOSPITALS**, Journal of the American Hospital Association . . . first in ABC paid circulation.

March 16th—PLANNING AND CONSTRUCTION ISSUE

April 16th — ADMINISTRATIVE REVIEWS ISSUE

July 1st—SMALLER HOSPITALS ISSUE

July 16th — CONVENTION PROGRAM ISSUE

August 1st—ANNUAL GUIDE ISSUE

September 16th — CONVENTION REPORT ISSUE

WRITE FOR COMPLETE INFORMATION ABOUT THESE IMPORTANT ISSUES AND NEW BROCHURE "IT'S THE DIRECTION THAT COUNTS."

HOSPITALS
JOURNAL OF THE AMERICAN HOSPITAL ASSN
840 North Lake Shore Drive
Chicago 11, Illinois

Please send information on HOSPITALS' 6 Strategic Issues and Brochure "It's the Direction that Counts."

Name..... Title.....
Company.....
Principal Product.....
Street.....
City..... State.....

Sales Management

THE MAGAZINE OF MARKETING

November 20, 1959

CONTENTS

Vol. 83 No. 13

PART 1 OF TWO PARTS

Association News

- NSE/N.Y. Sales Execs Club Hassle
Over Payment of Dues 48

General Management

- And Now . . . the LEADER-LOOK! 33

Leadership

- What Makes a Dynamarketer? 58

Marketing

- Why 'Hush Puppies' Bark So Loudly
(Wolverine Shoe) 67

Markets

- B. F. Goodrich: A Broad New Field 12

New Product Introduction

- Clupak—a New 'Extensible' Paper—
Stretches Out to Wrap Up Markets 40
Stirring Saga of a One-Handed Egg Beater (Ekco) 85

The Personal Element

- Red Motley Talks About Alcoholism 36

Product Planning

- How to Be Sure the Customer
Wants Your Product (Filmsort) 92

Promotion

- Operation Gift Wrap:
London Records Thinks Positively 89
Where Were You Between 11 and 2? Maine! 46

Salesmen's Incentives

- Exploiting Hidden Assets in Sales Contests
(Foremost Dairies) 72
Are Too Many Companies Ignoring the
Motivation Power of Honor Awards? 38

Tools for Selling

- Promotion Kits for Builders
Help Crawford Sell Garage Doors 76

HIGHLIGHTS

A NEW DIMENSION FOR MARKETERS

You've thought about your corporate image, maybe even done something about it, but for the farsighted marketer that's not enough anymore. To stay ahead of tomorrow's expanding product-lines and marketing techniques, you'll have to show even more evidence of superiority—you'll have to have the Leader-Look. Page 33

THOUGHTS FROM AN EX-DRINKER . . .

. . . on the stigma of being "different" when you don't drink . . . on the temptation to have just one to put your companions at ease . . . on how an ex-drinker can handle business lunches . . . on the drinking problem as part of the business of living. Page 36

CLUPAK—REVOLUTION IN PAPER

The Clupak span is spreading, bids fair to overrun the entire kraft paper industry—and that's only the beginning. . . . Yet Clupak, Inc., doesn't really market a product—it researches and licenses its "ideas." Page 40

100,000 SHOES A WEEK . . .

. . . after only 18 months on the market, is the proving of Hush Puppies' sound marketing formula. In a most un-casual manner this casual footwear is "quieting the barking dogs" of altogether too many Americans to please its competitors. Page 67

DEPARTMENTS AND SERVICES

Advertisers' Index	105	Letters	25
Call Report	106	Marketing Newsletter	53
Corporate Close-up	12	Scratch Pad	64
Dynamarketer	58	Significant Trends	17
Editorials	7	They're in the News	50
Executive Shifts	104	Worth Writing for	81

TO SELL

MEET THE HOSPITAL MARKET FACE-TO-FACE AT THE



HOSPITAL MERCHANDISE MART

in San Francisco
August 29 - September 1, 1960

More than 13,000 people with top authority to buy attended the 1959 American Hospital Association's Annual Convention.

MEET THESE BUYERS . . .
truly the buying heart of the
hospital market.

DEMONSTRATE CONCLU-
SIVELY . . . to those with
authority to buy.

SELL EFFECTIVELY . . . you
can show more and write more
orders.

**ASK FOR COMPLETE INFORMATION
ABOUT THIS OPPORTUNITY TO SELL
TO HOSPITAL BUYING TEAMS.**

**EXHIBIT MANAGER
HOSPITAL MERCHANDISE MART
840 North Lake Shore Drive
Chicago 11, Illinois**

Please send complete information on exhibit opportunities at the Hospital Merchandise Mart.

Name..... Title.....
Company
Principal Product
Street
City..... State.....

A WHBF PLUS SIGN NO. 4



His Responsibility:

Reliable Service to WHBF
Radio and WHBF-TV Audiences—
and to our Advertisers, Also

Bob Sinnett has been a part of the Quad-City radio industry longer than anyone else. Now completing his 28th year at WHBF, his job is to keep several million dollars worth of broadcasting equipment running smoothly. Bob is a registered professional engineer, a senior member of the Institute of Radio Engineers and has served on the NAB Engineering Committee.

With this background as a guide, Bob has installed at WHBF, Radio and TV, emergency equipment to cut program interruptions to an irreducible minimum. Both WHBF Radio and TV have stand-by transmitters and antennae. WHBF-TV has an emergency generator, pictured above, that automatically takes over when central station power fails. There's a stand-by microwave link between our studios and TV transmitter. Our 1000-foot tower has an elevator to speed maintenance.

Throughout WHBF engineering facilities there is duplicate and stand-by equipment to take over if primary equipment should fail. In addition, Bob's crew follows a rigorous preventive maintenance program.

All this adds up to fewer outages and fewer commercials missed; less need for make-goods or credits and the extra work this entails; virtual elimination of audience annoyance at program interruptions. It assures audience and advertisers alike of constant, reliable service from WHBF, prestige Radio and TV.



Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION

Sales Management

EXECUTIVE OFFICES: 630 Third Ave., New York 17, N. Y., YUkon 6-4800

EDITORIAL

PUBLISHER and EDITOR
VICE PRESIDENT, EDITORIAL
EXECUTIVE EDITOR
MANAGING EDITOR
SENIOR EDITOR

Philip Salisbury
A. R. Hahn
John H. Caldwell
Robert C. Nicholson
Lawrence M. Hughes

Special Feature Editor
Assistant Managing Editor
Senior Associate Editors
Associate Editor
Midwest Editor
Copy Editor
Art Director

Harry Woodward
Kenneth Partch
Alice B. Ecke and James G. Plunkett
Kenneth M. Reiss
Robert A. Kelly
Phyllis B. Daignault
Rich Life

DIRECTOR OF RESEARCH
Associate Director of Research
Consulting Economist

Dr. Jay M. Gould
Alfred Hong
Peter B. B. Andrews

PRODUCTION MANAGER
Assistant Production Manager

T. Robert O'Brien
Alice Harris

READERS' SERVICE BUREAU
Editorial Assistants

H. M. Howard
Grace Bigger and Barbara Saypol

SUBSCRIPTIONS

DIRECTOR
Assistant Director
Subscription Manager

R. E. Smallwood
John S. Fragale
C. V. Kohl

U. S. and Canada: \$10 a year • Foreign \$15

OFFICERS

Chairman of the Board
President
Treasurer
Vice President, Sales
Vice President, Editorial
Senior Vice Presidents

Philip Salisbury
John W. Hartman
Ralph L. Wilson
Randy Brown
A. R. Hahn
C. E. Lovejoy, Jr., R. E. Smallwood
W. E. Dunsby, Wm. McClenaghan



Bill Brothers Publications in MARKETING (in addition to Sales Management): Sales Meetings, Premium Practice. INDUSTRIAL: Rubber World, Plastics Technology. MERCHANDISING: Fast Food, Floor Covering Profits and Modern Tire Dealer.

ADVERTISING SALES—Offices and personnel listed in Advertisers' Index



Audit
Bureau
of
Circulations



Associated
Business
Publications



National
Business
Publications



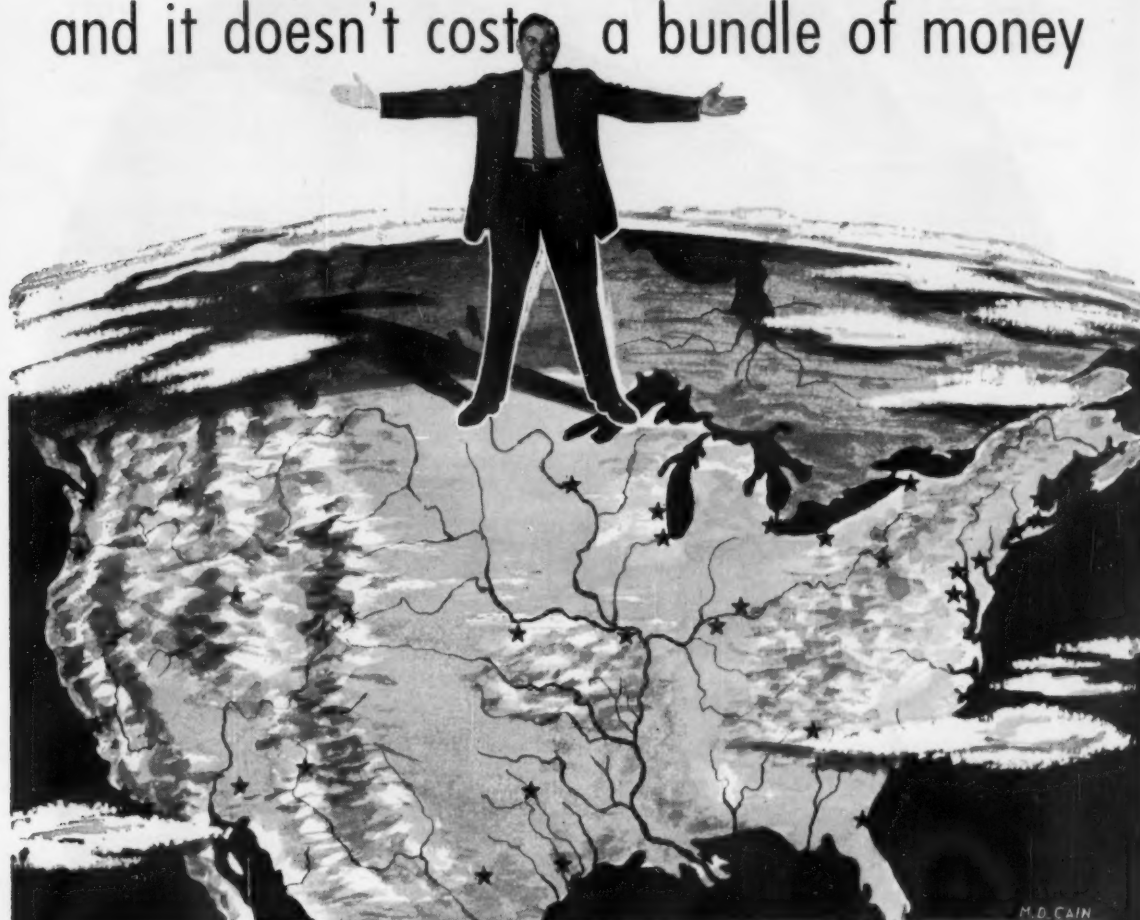
Magazine
Publishers
Association

SALES MANAGEMENT, with which is incorporated PROGRESS, is published the first and third Friday of every month except in May, July, September and November when a third issue is published on the tenth of the month. Affiliated with Bill Brothers Publishing Corp. Entered as second class matter May 27, 1942, at the Post Office, East Stroudsburg, Pa., under the act of March 3, 1879. Publication (printing) offices, 34 North Crystal St., East Stroudsburg, Pa. Address mail to 630 Third Avenue, New York 17, N. Y.

SALES MEETINGS, Part II of Sales Management, is issued six times a year—in January, March, May, July, September and November. Editorial and production office: 1212 Chestnut Street, Philadelphia 7, Pa. Walnut 3-1788; Philip Harrison, Publisher; Robert Letwin, Editor.

Copyright, Sales Management, Inc., 1959

Here's the big buy in spectaculars
and it doesn't cost a bundle of money



A full page in The Milwaukee Journal costs you only \$1,800 for 370,000 daily circulation, or only \$2,040 for 505,000 copies on Sunday. (Cost per 1,000 is lower than in 1933.)

Multiply this big newspaper page in other big-circulation newspapers across the nation, and you have the most economical, "selling-est" spectacular in the advertising business.

The audience is ready-made and waiting for your product news, in the **only** medium tailor-made for product news, the **only** medium which adds the "get-it-now" news impact your advertising needs today.





In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago

REPRESENTATIVES: Sawyer Ferguson Walker Company in Detroit • Atlanta • Los Angeles • San Francisco

FLORIDA RESORTS: The Leonard Company • Miami Beach

How Your Associates See Your Plan

Probably you are pretty far along in wrapping up your marketing plans for 1960. Many of the ideas no doubt have come up through your associates. The final plan, however, is yours.

Nevertheless, do you have a nagging doubt that your associates will see the plan as you do?

The other day at the Boston Conference on Distribution, Dr. Harry L. Hansen, professor of business administration, Harvard Graduate School of Business Administration, planted just such a doubt in the minds of several hundred executives.

"As a useful exercise," Hansen said, "I suggest that when you return from this conference you ask your fellow executives individually to write down what the objectives of your company are, or should be. Compare them and you may be in for a shock. They are likely to be very diverse, suggesting that you and your colleagues are not united toward any specific goal.

"No military commander can plan," continued Hansen, "on the basis of an objective such as 'win the war.' Nor can you, as marketers, work your best without having a fairly precise and definable objective and scheduling your steps toward it."

Ford's objective for most of the postwar years was to "Beat Chevrolet," but first Ford had to build the production capacity to make it possible to achieve its sales objective. Lestoil dared to promote its single product into the bigtime, rather than remain just small enough to avoid head-on competition from Mr. Clean and Handy Andy. The specific, short-term objectives of the cigarette manufacturers are changing with giddy speed.

You can be successful without taking the time to state your objectives, or asking your associates what they believe your objectives are, or should be. In any case, it will be your younger associates who will be carrying out long-range plans. And you should want to know now if they have an appreciation for the strategy of the objective.

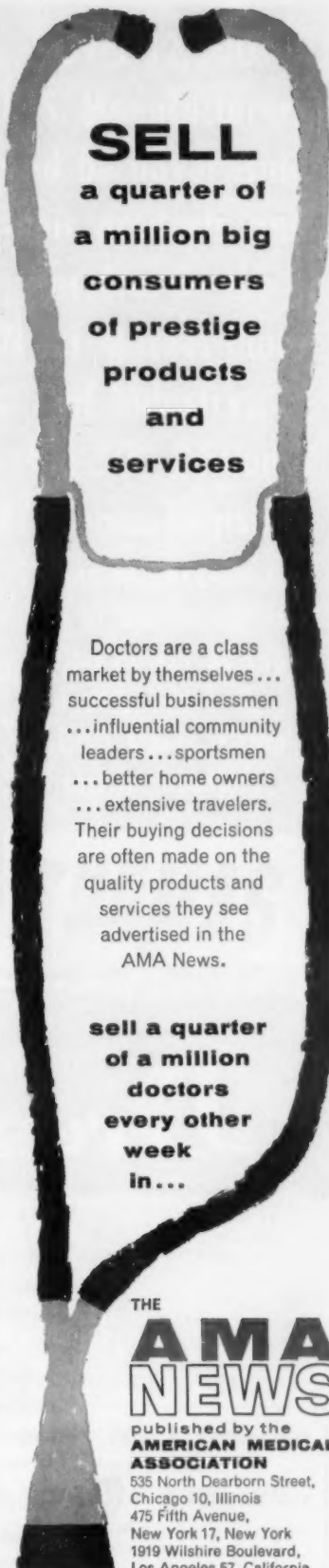
A Job Description Worth Repeating

We've never had much patience with the argument of the salesman vs. advertising. It is not one or the other.

We are delighted that we heard Ray Revit, vice president, Hiram Walker Inc., talk with a group of salesmen about this problem. "These are the tools of modern selling," Ray Revit pointed out. "Today's selling is perhaps something like the development of the atomic bomb.

"Do you remember Oppenheimer, who developed the bomb?"

(continued on page 9)



SELL
a quarter of
a million big
consumers
of prestige
products
and
services

Doctors are a class market by themselves... successful businessmen... influential community leaders... sportsmen... better home owners... extensive travelers. Their buying decisions are often made on the quality products and services they see advertised in the AMA News.

**sell a quarter
of a million
doctors
every other
week
in...**

THE

**AMA
NEWS**

published by the
**AMERICAN MEDICAL
ASSOCIATION**

535 North Dearborn Street,
Chicago 10, Illinois
475 Fifth Avenue,
New York 17, New York
1919 Wilshire Boulevard,
Los Angeles 57, California

ONLY CCA HAS TRP



TRP: Tamper-proof Rigid Protection and **unbroken** end panel display allow maximum use of printed, wrapperless, waxed cartons. More tamper-proof and rigid than tuck-end cartons and less costly than a seal-end packaging system. Machine flexibility. Your existing carton line can handle TRP* at **reduced packaging costs** by eliminating adhesives. A full range of sizes. Concora E-Z opening feature is optional.

*A trademark of CCA



CONTAINER CORPORATION OF AMERICA

Chicago 3, Illinois, and key marketing areas. **FOLDING CARTONS**
SHIPPING CONTAINERS SEFTON FIBRE CANS PLASTIC PACKAGING

asked Revit. "Oppenheimer was not a great theoretical physicist. Einstein and Fermi provided the theory. Einstein and Fermi were not great mathematicians. Edward Teller was that. Oppenheimer was not an engineer . . . but he was the man who put all the pieces together to bring about the release of nuclear energy.

"The salesman today is a coordinator," continued Revit. "He works with modern tools and he brings about an atomic explosion a hundred times a week in the accounts that he covers. He releases the energy and the interest in a brand by proper use of all these tools."

And that is why advertising men so often hear a marketing executive say that he will increase his sales force as he increases his advertising. The roles of advertising and personal selling change subtly every day, but the need for both is also demonstrated every day.

'Start the '60's Right!'

Sure as shootin', many an advertiser will pull in his advertising horns in January. The advertiser, it is true, will authorize his agency to issue contracts for 1960 schedules, but he will be slow to release insertions for January or early February. It has happened year after year so 1960 is not likely to be different.

Is this any way to "Start the '60's Right"?

The decade of the '60's, which all of us have been bragging about for years, will be upon us in five and a half weeks. You've heard the speeches and read the forecasts: The golden sixties, breathtaking in promises of prosperity.

The statistical facts are there to support our hopes. But will we match the statistics with our faith?

Consumers, in the third quarter of 1959, cut down on their rate of saving and boosted their purchases to a new high for the quarter. . . . Consumers have demonstrated their willingness to part with cash in hand for goods and services today. . . . Consumers quite openly are banking on their bright future.

And while we are urging you to start the '60's right, you might take another look at your traditional attitude toward your summer sales slump.

Sales Management does not believe a summer slump is either inevitable or desirable. So we are devoting our January 1, 1960, issue to presenting ideas which have helped others to overcome what they thought was the traditional summer sales slump.

We will spell out what we mean in "Fancy vs. Fact on the Summer Slump," which we have a hunch you will want to place in the hands of your management team and everyone in your distribution setup.

As we said in the beginning, "Start the '60's Right!"

**Over 12,500
U.S. Manufacturers
will be advertising
their products and
services in the
No. 1 Market Place
of Industry...
the 50th Edition
of Thomas Register.**

**Firms representing
80% of the industrial
buying power of the
country use T. R.
70,000 Times a Day
to locate suppliers!**

THOMAS REGISTER

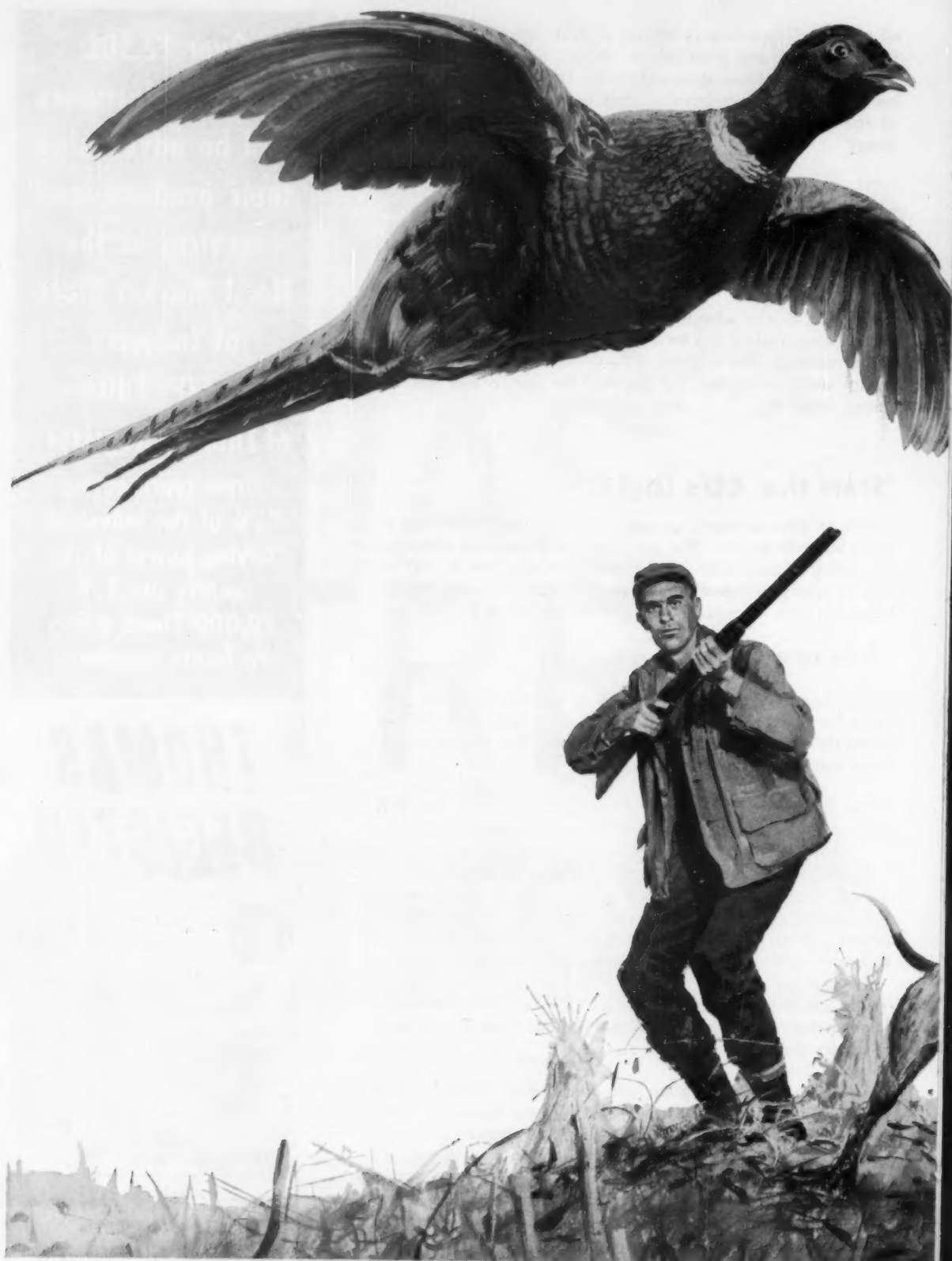


Write for
ABC Statement



**Industry's No. 1 Publication
because it's
Industry's No. 1 Marketplace**

Thomas Publishing Company
461 Eighth Ave. • New York 1, N. Y.



BAZAAR

MOTOR

**SCIENCE
DIGEST**

COSMOPOLITAN

Bride & Home

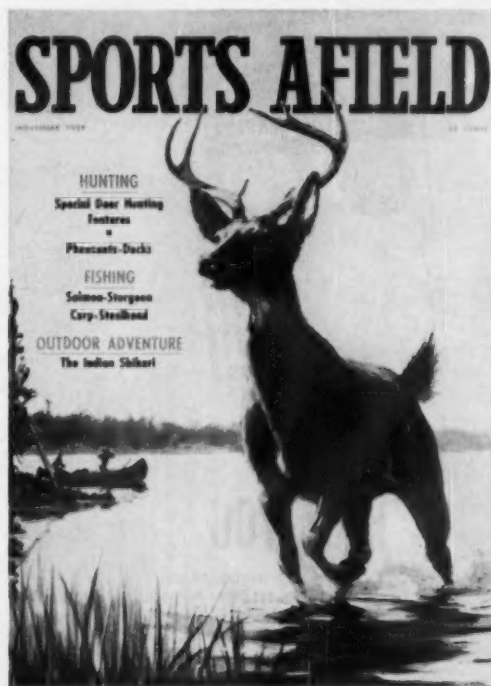
**POPULAR
MECHANICS**

Special interest magazines get Action

Advertising lineage UP 10.7%
Advertising revenue UP 24%
— the first 9 months of '59

Readers of *Sports Afield* are men of action. Advertisers know this. And they know, too, that *Sports Afield* reaches only interested readers, with no secondary or indifferent audience. Which is why, more and more, they choose this *special interest* medium to reach responsive and sports-minded prospects only.

And this is true of all Hearst Special Interest Magazines—"the best pruned orchard in the field of advertising". Each selects a particular market—and hits hard at that market, with no scattered shots, no dollars wasted on an expensive second audience not interested in what the advertiser has to sell. Which is why Hearst Special Interest Magazines get *action* at the local level.



HEARST magazines get action!

Six keys to profits through action:

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told!



**MOTOR
BOATING**

House Beautiful

**NEW
Medical Matera**

TOWN & COUNTRY

Good Housekeeping

American Druggist



**IF YOU DO
BUSINESS IN THE
QUAD-CITIES...**



THIS DATA CAN HELP YOU

Just off the press! Unique 16-page tabloid of new, authoritative Quad-City market facts and figures. Graphically illustrated. Concise, complete, accurate, useful. Read exclusive interviews with Quad-City wholesalers and retailers of food, drugs, etc. Ask for the 1959-60 Quad-Cities Market Edition. Contact Allen-Klapp or write Mr. Harold E. Swanson, Manager General Advertising, Argus-Dispatch, Rock Island —Moline, Illinois.

**THE QUAD-CITIES LARGEST
COMBINED DAILY CIRCULATION**

**MOLINE DISPATCH
ROCK ISLAND ARGUS**

Not'l Repr. — THE ALLEN-KLAPP CO.

CORPORATE CLOSE-UP



B. F. Goodrich: A Broad New Field

Just one month ago, B. F. Goodrich Chemical Co. announced its full-scale entry into the \$400-million-a-year textile chemicals market. On that very day it became, in the words of Marketing V-P Harry B. Warner, "the only supplier in the industry to offer to the . . . trade such a broad range of chemicals for use in upgrading fabrics and improving textile manufacturing processing."

How did it happen that Goodrich could make that statement when it was just announcing its entry into this mushrooming field? Warner tells the story like this: "Way back in 1952, we were making a large group of chemicals called polymers. At that time, we knew that many polymers were being used in textile finishing, and we knew that they would undoubtedly be more and more widely used as time went on. At that time, however, many of our polymers were unfit for textile use. We sold many to a number of other industries, but virtually none to the textile field.

"We set up a special research team to adapt many of our polymers for textile use, and to find new uses for them in the textile industry. Two years ago we appointed a marketing man to head up the company's expansion in this field. We were selling more polymers to textile people, but mostly for industrial fabrics.


"Now we're in it with both feet. We have some catching up to do in the apparel end of the business, but we're definitely in on the ground floor. This segment of the textile-finishing field is worth about \$50 million annually, and growing fast.

"We have set up a special textile chemical group consisting of our research and product application team and ten salesmen who will sell nothing but textile chemicals," Warner says.

The growth possibilities are unlimited. Right now, most sales are of polymers for textile treatment. These are used to give a fabric a better feel, some wash-and-wear characteristics, improved abrasion resistance, color-fastness.

But Warner is most excited over the future of the non-woven fabrics. These are made of scrap fibers that are too short to be of use to the woven field. They are "glued" together with a binder, such as Goodrich's Geon and Hycar polymers. Still far from perfect as visible garments, non-wovens are already used in linings, industrial wipers and the like. "But someday not too long from now," says Warner, "we'll be able to turn it out like paper. If we can get the cost down enough, you'll be able to buy a suit and throw it away when it gets wrinkled."

Goodrich is not stopping here. New types and uses of polymers are constantly being found. Even more than that, it is reported that the company is at this time market testing a new synthetic fiber. As progress is made along these lines, Goodrich's expansion in the textile field can be practically limitless. The company's line would then include chemicals to upgrade natural fibers, and synthetic fibers with which to compete in that rapidly expanding segment of the market. Goodrich has come a long way—but most of the growth lies ahead.



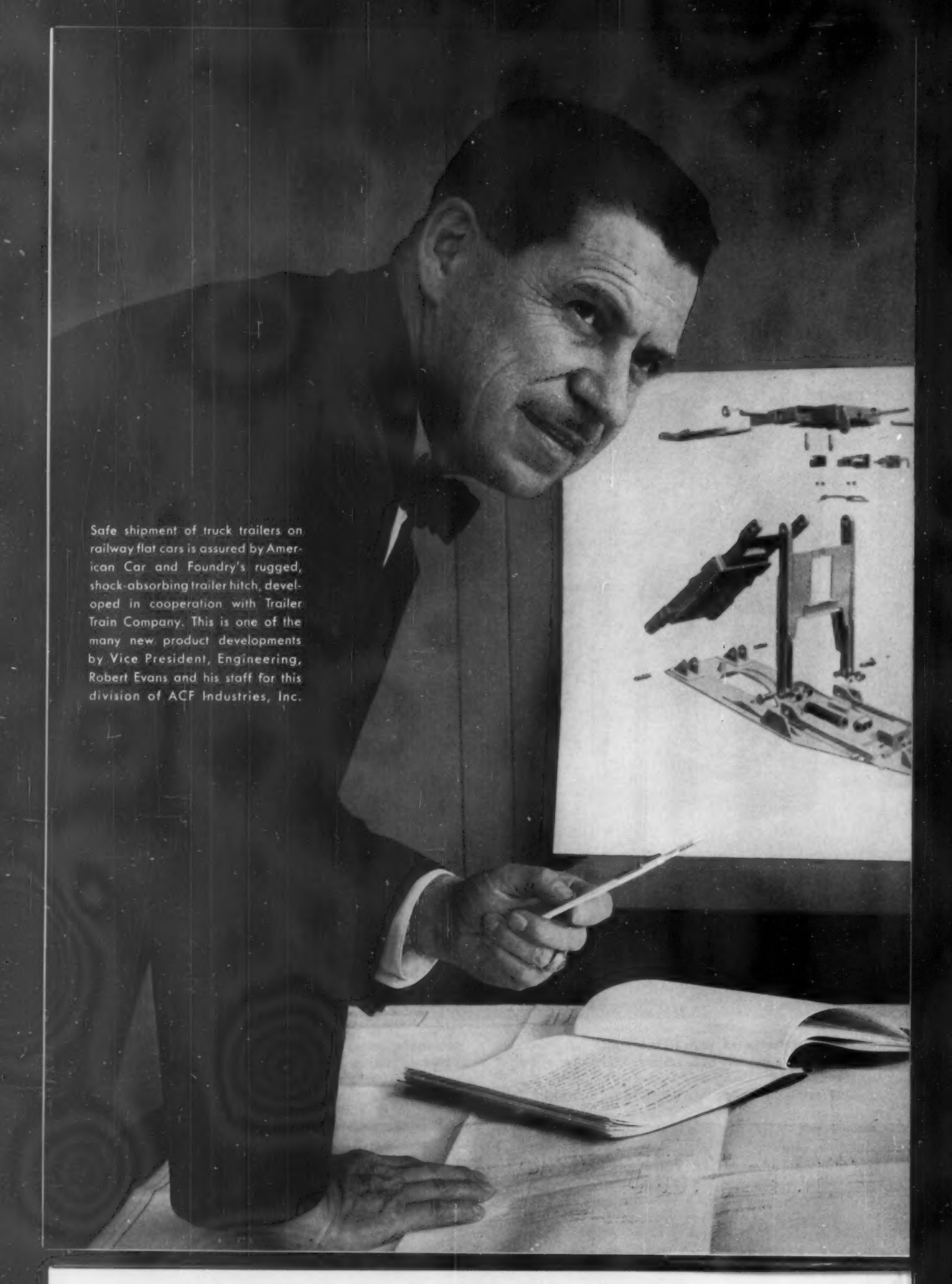
Of course I'm sure.
I read it
in Newsweek

A look at Newsweek proves that major advertisers in both fields, consumer and industrial, consider it a vital medium. For industrial advertisers, the pivotal fact is that seven out of ten Newsweek readers participate in

top-level business decisions. And the well-informed consumer advertiser knows that Newsweek readers enjoy top salaries, over twice the national average; and influence others with their choices. Ask your agency.

The different newsweekly for communicative people

PHOTO COURTESY THE HOMESTEAD, HOT SPRINGS, VA



Safe shipment of truck trailers on railway flat cars is assured by American Car and Foundry's rugged, shock-absorbing trailer hitch, developed in cooperation with Trailer Train Company. This is one of the many new product developments by Vice President, Engineering, Robert Evans and his staff for this division of ACF Industries, Inc.

Why your prospects help Sweet's put catalogs in the thick of buying action

Essential to placing your catalog exactly where it will be used most is the cooperation of top executives in companies which are important sources of business for you. Sweet's regularly gets such cooperation from specifying and buying executives in thousands of companies. For example:

Engineering and production executives at ACF Industries' Divisions recently supervised the selection of strategic locations for 72 Sweet's Catalog Files, totaling 16,000 copies of manufacturers' catalogs.

Explains American Car & Foundry Division's Vice President Evans:

"It is clearly to our advantage to make sure Sweet's Catalog Files are on hand in every ACF office which needs the product information they contain.

"Properly situated, these Files diminish every office's catalog problems, and save a decentralized and diversified company like ours countless manhours, mountains of correspondence with manufacturers, and thousands of dollars. They also widen the field of products we can consider.

The catalogs in them often introduce us to manufacturers about whom we might otherwise know little or nothing."

6 Market Lists show where Sweet's-filed catalogs are used—They are comprised of the companies and individuals whose buying power qualifies them for one or more Sweet's Catalog Files. Listed are key individuals in 135,000 carefully selected specifying and buying offices in these markets: Product-Design Engineering, Plant Engineering, Metalworking Production, General Building, Industrial Construction, and Light Construction.

Sweet's more than 1,700 client companies receive these name-by-name guides to their markets' important buying power as a part of this unique catalog service.

If you would like to see one or more of these exclusive Market Lists, write Sweet's Advertising Department at the address below.



SWEET'S CATALOG SERVICE

Division—F. W. Dodge Corporation
119 West 40th Street, New York 18
Service offices in principal cities

Sweet's helps you market—the way industry wants to buy

**The Inquirer Gives You 30% More Readers in the Suburbs...
where most of the buying is done**

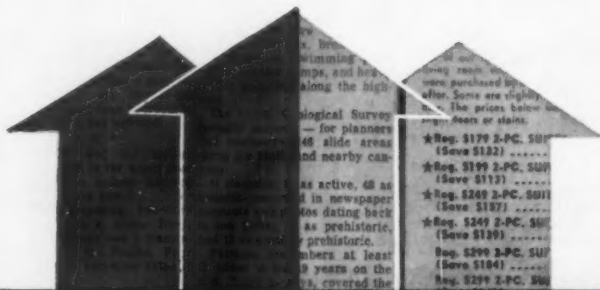
Sindlinger shows: Throughout Delaware Valley as a whole, two major newspapers are about equal in daily readership...*

READERSHIP • DELAWARE VALLEY, U. S. A.

DAILY INQUIRER
Total Readers:
1,408,000
Exclusive Readers
922,000
(18 years or older)

DAILY BULLETIN
Total Readers:
1,410,000
Exclusive Readers
926,000
(18 years or older)

duplicated readers 484,000



READERSHIP • SUBURBAN DELAWARE VALLEY, U. S. A.

But look at the advantage the Daily Inquirer gives you in Suburban Delaware Valley —where 58% of the retail sales are made:

DAILY INQUIRER
Total Suburban Readers:
706,000
Exclusive Suburban Readers
593,000
(18 years or older)

DAILY BULLETIN
Total Suburban Readers:
542,000
Exclusive Suburban Readers
429,000
(18 years or older)

duplicated readers 113,000



The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,406,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Anderson 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7200

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7948

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

*Sindlinger & Co., market-research specialists, interview over 1,000 persons a day throughout the nation, in a continuing survey. The current information is based on Sindlinger's latest tabulations of 20,701 completed interviews, revealing: "Who read what yesterday in Delaware Valley, U.S.A.?"

—SIGNIFICANT TRENDS—

Marketing News as Viewed by the Editors

Weathermen Help Boost Sales

More and more companies are turning to professional weathermen for advice in selling and advertising products which are sensitive to changes in weather — seasonal, sometimes even daily, changes. A hundred companies now have weathermen on their staffs; a thousand marketers use a regular consulting weather service.

DuPont has four meteorologists on its staff. In marketing anti-freeze products, DuPont finds weather forecasts "vital in timing our controllable media advertising in each marketing area in the country—such as outdoor, radio, newspaper and regional magazine advertising." DuPont has to be ready for the first cold snap in the fall, when half of the anti-freeze used by car owners is bought. Paint sales spurt upward when the spring temperature rises to 60 degrees. A wet spring signals a demand for fungicides.

To merchandise air conditioners, Fedders relies on weather forecasts. The company's executive v-p, U. V. Muscio, finds weather forecasts "very valuable in advising our distributors in advance to be prepared for the days expected to reach 90 degrees." Fedders subscribes to a series of localized reports for key marketing areas across the country; sends these reports to distributors, who forward them to dealers. The dealers are then able to time their local advertising in advance. Results: "It pays in sales."

Forecasts become a sales promotion tool for Owens-Corning Fiberglas. The company mails a long-range forecast to 10,000 architects every month. Cover of this 4-page folder carries information about one of the company's products. "One of the most successful sales promotional direct mail pieces we've ever used."

Another twist was added by Ciba Pharmaceutical Products. This company sent a pollen-count forecast to physicians to alert them to the coming of the hay fever season.

Many products have a lesser, yet important, sensitivity to short-range fluctuations in temperature or humidity. The increased interest in forecasts emphasizes the importance of selling in the proper buying "climate."

Business Gifts Are Here to Stay

One firm in six, according to a survey by the Research Institute of America, has asked suppliers to discontinue Christmas gifts to employees. But many of these same companies are continuing their own practice of sending holiday remembrances to customers' employees.

Eighty percent of the companies replying to Research Institute's questionnaire give Christmas remembrances, "most costing under \$5, with only a few running more than \$25." The survey shows that most companies "are pretty well satisfied with last year's policies, plan to repeat without change."

The study checks closely with Sales Management's own annual survey (highlights on page 23, Sept. 10 issue). This shows that 80.4% of our subscribers use gifts, merchandise incentives and awards. The average gift cost runs between \$5 and \$6; the average expenditure per company is \$6,172 a year.

Can You Sell the Savers?

This week more than 13 million persons who save in Christmas Clubs will pick up checks averaging \$108 from their banks and savings institutions—a record \$1.4-billion total.

But, you still have to sell them—for the average Christmas-Clubber plans to plow 51% of his check right back into savings and investments. According to figures from "Christmas Club a Corporation," only 30% of that \$1.4 billion is destined for Christmas purchases; 10% is planned for taxes,

and 9% for year-end bills and miscellaneous expenditures.

Yet, how many sales and advertising campaigns are aimed at the 13 million Christmas Clubbers, plus countless self-savers, about to plow all that ready cash into banks and stocks?

More Companies Switch to Leasing

The spiralling leasing business is climaxing a boom year—one that could spell many problems ahead for marketers of both industrial and consumer products.

Tight money is not easing the seller's job. It is nourishing "capital conservation," something leasing feeds upon. And lessors are making hay with the current situation.

To date, almost any product can be rented or leased, from wedding rings and mink coats to office equipment and major industrial machinery. The most popular leased products are heavy industrial tools, home power tools, cars and trucks, garden supplies, TV sets, and industrial cafeteria equipment. One-fourth of the cars used by industry today, for example, are leased.

The fantastic growth of this trend hit home recently when the nation's largest leasing firm, U.S. Leasing Corp., disclosed that it earned as much in the first half of 1959 as in all of 1958. Its major competitor, Boothe Leasing Corp., has more than tripled its annual income in less than five years.

Many marketers, in an attempt to ward off pressure on their own sales, are getting with the trend. In the past months, numerous companies have inaugurated leasing programs of their own. Here is a sampling:

- Sylvania Electric Products is now leasing its electronic testing equipment.
- General Electric, which leases a broad range of industrial equipment, set up a rental service


for 13,000 types of measuring instruments.

- Clary Corp. has started leasing business machines and electronic computers.
- Dravo Corp. has a nationwide leasing plan for industrial and commercial space heaters and other equipment.
- Mid-Eastern Electronics has instituted a lease, with an option to buy, program.
- ACF Industries is now leasing freight cars to American railroads.
- Westinghouse is pleased with a test project for leasing appliances to apartment operators (SM, July 3, page 16) and expects to expand the program nationwide in the near future.

The list runs on and on. It's a good bet that more sales and marketing executives will be eying leasing as a tool for creating and keeping customers.

INTERESTING, IF NOT SIGNIFICANT . . .

Shoe-shine boys as well as polish makers may tremble at news that shoes with a built-in shine, said to be renewable indefinitely, will be introduced by Genesco . . . Besides new business for its advertisers, the TV industry now claims it creates \$511 million in annual sales for the companies that supply the electricity which powers TV sets . . . Americans spent \$3 billion for reading matter last year: \$1,459,000,000 for daily and Sunday newspapers; \$758 million for magazines; and \$755 million for books . . . Enough cigarettes were sold last year to make a carpet seven feet wide and one cigarette thick from the earth to the moon . . . The Soviet Union has entered the Canadian small car market—with one car. A single Moskovitch 407, priced at about \$1,500, is being market tested in Toronto. It has a 4-cylinder engine, hits a top speed of 69 miles an hour, gets 30 miles a gallon . . . Food companies have boosted their consumer offers 53% since 1957, according to A. C. Nielsen Co.



Aims*

Advertisement prepared by Kenyon & Eckhardt, Inc.



"The Chase Manhattan's Nest Egg campaign has run for three years in The New Yorker Magazine . . . has built a positive personality for its Trust Department . . . has brought in business from The New Yorker's exceptionally desirable audience."

Francis J. Ross Executive Vice President, Trust Department,
The Chase Manhattan Bank



THE
NEW YORKER
MAGAZINE

To move its product into food stores, and millions of homes, Maypo turns to spot television. A maple-flavored hot cereal made by Heublein, Inc., Maypo has used spot television's sight, sound and motion sales action exclusively since 1956.

As a result, total distribution has been achieved in major grocery stores throughout the nation's "hot cereal belt." And, in addition, Maypo has attained the fastest rate of growth among all hot cereals. To quote Heublein Vice President Edward G. Gerbic: "Maypo's sales reputation for creating consumer demand through the use of spot television is so great that distributors in new markets readily stock Maypo in advance of our campaign in the area."

Representing WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, WBTV Charlotte, KHOU-TV Houston, WJXT Jacksonville, WBTW Florence,

"Spot television
sure builds distribution
for Maypo."

"...and sales, too!"



Our example-packed booklet, "How Spot Television Forces Distribution," shows how you can get your product onto both retailer and consumer shelves, via spot television. Write to 485 Madison Avenue, New York 22, main office of CBS TELEVISION SPOT SALES



PACKAGE CHEMISTRY IS "SHOW BUSINESS"

In spite of the most complete and careful planning, design testing, and research that precede the launching of a new package, its actual debut in the competitive market place is as exciting and unpredictable as a Broadway opening. Will you have a hit on

your hands? To help your package score with the critics and the public, packaging chemistry from Dow complements the skills of the package designer and engineer with the excitement of new materials, with imaginative ways to use older ones . . .

TRYCITE . . . NEW LOW-COST FILM STARS IN GIFT WRAP ROLE

In the consumer's eye at least, gift wrap is the most glamorous of packaging. And when she shops for gift wrap materials she looks for a well-packaged product that suggests the wrapping magic it makes possible.

From the gift wrap manufacturer's point of view, the No. 1 requirement is quality packaging that will not add substantially to the cost of his line. The overwrap must not only merchandise the product winningly on shelf or counter—it must protect it sturdily during shipping, storage, and during sustained shelf-life.

A new film product of Dow packaging chemistry—TRYCITE®—has solved the problem for manufacturers of quality gift wrap. The new film represents

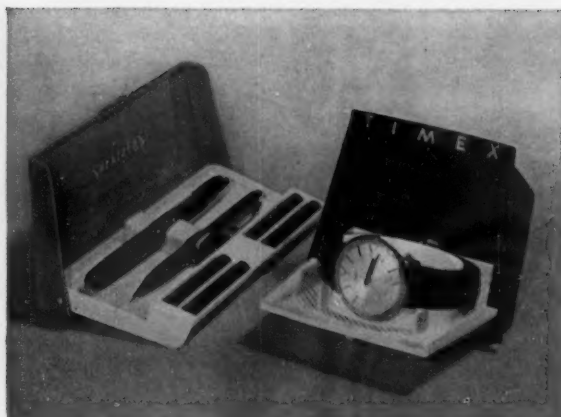
an important breakthrough as the result of 15 years of work by Dow chemists to reproduce the economy, clarity, and dimensional stability of polystyrene in film form.

Here's why Trycite is ideal for gift wrap overwrap and many similar applications. *Exceptional clarity* provides a perfect window that lets product quality come through clearly. *Surprisingly low cost*, less per square foot than any comparable packaging film. *Keeps its shape* indefinitely. Trycite is "bilaterally oriented"—won't curl, warp or wrinkle. A flat package stays flat. And because Trycite doesn't absorb water vapor, it won't swell, stretch, shrink or dry out. *Lasting shelf-life* of Trycite is outstanding.

Won't dry out or discolor. This is especially important for protection of products that are handled at the point of sale.

One of the first applications for Trycite was in window envelopes. It was an easy step to window boxes, overwraps, pouches and bags of all kinds that need clarity for effective selling. Important uses include window-box cartons for foods where its breathing ability allows air, water vapor, gases to pass through and leave the package unclouded; and as bags and pouches for soft goods such as handkerchiefs and hosiery. Every day this exciting new film material is opening new windows on sales for alert packagers. Have you looked into TRYCITE?





SARAN RESINS:

inside protection job

Sometimes the "show window" idea in packaging requires a coating to make it work. Example: the striking looking new tube that shows and sells Prell Concentrate Shampoo.

The manufacturer's idea was to put shampoo in a transparent polyethylene tube, so attractive that it would invite the shopper, as well as the person in the shower, to pick it up. But first the Concentrate shampoo had to be effectively locked in, the tube made impermeable so that the product would not affect the outer package or be

affected from the outside. Dow's answer: a thin coating of Saran resins inside the tube which allowed the package designer to use the ideal flexibility and good transparency of polyethylene, with the tailor-made protection of Saran resins added.

This kind of working partnership between films and coatings is one that Dow is able to explore to the fullest for the product in search of a new package. Flavor and freshness can be sealed in, impermeability to many liquids and vapors added to films and molded containers by a Saran resin coating. Tailoring like this can make the package fit your product to a Tee.

STYRON:

for "jewel-case" atmosphere

In setting the stage for sales of relatively high-ticket items, Styron® from Dow stars. Gift items especially can be dramatically presented by rigid container packaging using Styron. Recent examples of this kind of good showmanship: a plastic case for a pen-pencil set, another for a wristwatch.

The black and white Styron plastic case smartly displays the watch with a suggestion of elegance and quality; also serves to store the watch when it is not being worn. A two-tone Styron plastic case makes an ensemble sales unit of a 6-piece pen-pencil-refill set; and can serve as a desk set.

Packaging possibilities with Styron are broad and versatile. Minute details of design can be faithfully reproduced. Color styling has a wide palette, including crystal clarity, opacity, and textures. Special formulations can emphasize impact strength, heat resistance, dimensional stability. Why not ask your package designer to dream a bit, with Styron in mind?

THREE MORE GOOD PACKAGE "FOR INSTANCES" . . .

Polyethylene coated freezer wrap: To paper used for frozen foods, polyethylene coating adds extra strength, barrier properties, flexibility—even at freezer temperatures.



Chub package of Saran Wrap: Saran Wrap® identifies good packaging in the cheese field. Cheese chubs feel fresh, stay fresh, because of the excellent moisture and vapor barrier.

*TRADEMARK



Ice bucket in new texture "Frost Wood": Injection molded from Pelaspan®. Golfball maker combines it with his product as a gift-pack merchandising offer.



DOW MATERIALS MAKE THE PACKAGE . . .

Materials are the basic ingredients of every good package . . . and can make or break the greatest creative design that ever came down the pike. And so we suggest that you invite packaging chemistry into your strategy sessions on your new package. Dow experience in materials, marketing, and merchandising is available. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. 1525EP11-20.

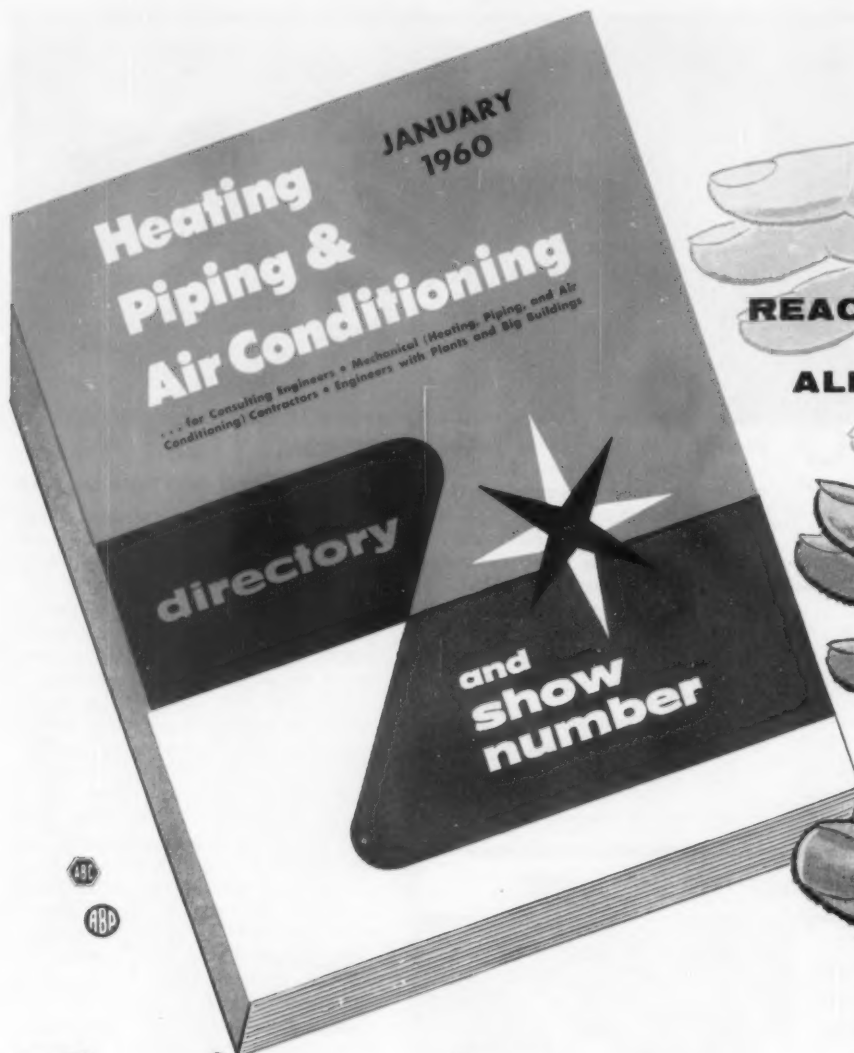
DOW PLASTICS BASIC TO PACKAGING

Molding materials • Films • Film resins
Sheeting • Coatings • Expandable beads

THE DOW CHEMICAL COMPANY

Midland, Michigan





The Acknowledged...

BUYING / SPECIFYING GUIDE since 1934

"WHO MAKES IT?" "WHERE CAN WE GET IT?" When an engineer or contractor in the industrial-large building field is ready to buy or specify your type of product, here's where he goes. He repeatedly uses HEATING, PIPING & AIR CONDITIONING's January Directory Number to identify sources of supply and learn specific details about products.

Here's proof: In a survey of our *all paid* subscribers, 96% report they keep this field-specialized Directory throughout the year, 75% refer to the advertising pages as they use the Directory, and 91% regard the Directory as useful to them.

Lasting sales power plus immediate cover-to-cover attention! Nearly 300 advertisers appear each year! Not a 13th or extra-cost issue — regular space rates apply! Start off 1960 right . . . tell your full story, parade your entire line in this value-packed issue. Closing date, December 10. KEENEY PUBLISHING COMPANY, 6 N. Michigan Ave., Chicago 2, Ill.

LOOK WHAT THIS DIRECTORY CONTAINS:

1. An alphabetical listing of all products used in the field, and manufacturers of each.
2. Names and addresses of all these manufacturers.
3. A listing of all known trade names with the product and manufacturer identified for each.
4. All products advertised in this issue are classified and listed. This guides readers to the ad pages where they'll find more information on what they seek.
5. Normal editorial content of a regular issue assures immediate cover-to-cover attention.
6. A COMPLETE SHOW SECTION previewing the 2nd Southwest Heating and Air Conditioning Exposition in Dallas Feb. 1-4.

'marketing concept' in gear

In the Oct. 16 issue of Sales Management, I read with interest the article by Mr. John E. Wakefield entitled, "The Ten Cogs in Marketing for Profit."

... "Concept" is an idea. ... Marketing is no idea; it is real, a very integral part of selling. If another word is needed to go along with marketing, I like to think of it as the "marketing circuit" because it starts and ends with the customer, and you must revolve your entire programming with his acceptance and needs in mind.

Kenneth C. Riley

Sales Manager
Vikon Tile Corp.
Washington, N. J.

... Is it the "concept" of marketing we are trying to express so much as it is the "totality" of marketing as contrasted with its several segments?

Maybe it is major marketing we are thinking of, complete marketing, integrated marketing. If so, we may go to some such simple play on words as "whole-sell marketing."

We already have soft sell and hard sell, so I meekly offer a phrase that embodies the full circle of selling, "whole-sell marketing."

T. Harry Thompson
New York, N. Y.

I feel that the phrase "marketing philosophy" is a much better one to use than "marketing concept."

According to Webster—concept is a thought, an idea or a mental image.

On the other hand, philosophy is much more all-embracing. I like the literal translation of "love of wisdom," and more specifically, "the science which investigates facts and principles of reality," and even more specifically, "the body of principles underlying a human activity"—and what human activity is of greater interest to the readers of your magazine than marketing?

Robert C. Berner
Executive Vice President
Keystone Camera Co., Inc.
Boston, Mass.

... Since my late partner, Paul Stewart, and I pioneered in de-

veloping this marketing concept twenty years ago when we started in business, and as we have been promoting the idea ever since, it is naturally gratifying to see that our efforts in this respect have today been accepted. As you may know, I believe we were the first consulting firm formed to concentrate on solving marketing problems and founded the business on this marketing concept.

Arthur B. Dougall
Stewart, Dougall & Associates, Inc.
New York, N. Y.

A "concept" is a way of doing business and that's certainly what this is.

... A marketing director in the true marketing concept way of doing things (if I may use that word) is in charge of all marketing activities ... with full line authority. Therefore, he's responsible for the performance of every one of Mr. Wakefield's cogs.

And when this type of organization chart is used, the marketing director can much more fully appreciate the marketing tools at his disposal and then properly use them. He is not as likely to regard marketing research as "magic" or a "legalized swindle" and in the non-consumer goods fields he probably is a bit more aware that advertising is indeed an investment rather than a mere drain on his profit picture. In other words, he's a "big picture" man.

Ronald F. Meadows
Manager of Research
Marsteller Research, Inc.
New York, N. Y.

bell-shape timing

Just finished reading "How Should Dealers Time Their Tie-Ins with Your National Ads?" by Chester Roberts [SM, Sept. 18]. Any advertiser who has used a response ad of any sort knows that the response from a publication does not come in in one day or one week ... but does form a bell-shaped curve ...

By measuring response from any publication (even letters to the editor) and keeping a weekly tally, you will know just which week has the most impact. With a monthly, it is usually the third week after issue date. A news magazine is



... you'll enjoy stopping at Chicago's

Executive House

Tomorrow's Hotel Today

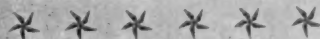
CHICAGO'S Executive House, a new ultra-modern 40-story skyscraper with drive-in garage, ideally located on the edge of the famous Loop, introduces many innovations—including private sun terraces—the last word in luxury hotel living.



Write for colorful brochure

Executive House

Dept. S, 71 E. Wacker Dr., Chicago 1, Ill.
A. M. Quarles, General Manager



BORDEN and BUSSE in

OPENING the SALE

A BRAND-NEW 16mm. SOUND MOVIE

This new half-hour film is dedicated to one proposition—
"In the field of selling there is only one handicap worse than inability to close. It's the inability to begin."

The picture demonstrates certain skills any salesman can use to improve the effectiveness of his approach. It is particularly helpful to the salesman who is slow about going after new business.

Write for Rental or Purchase Details

DARTNELL

HEADQUARTERS
FOR SALES
TRAINING FILMS

4860 Ravenswood • Chicago 40, Ill.

They said
it couldn't
be done

(They may be right.)



TEEEN-AGE television at seven a.m.? In Houston? With news...sports...music...reports...of a kind important to young people? And *panel discussions? LIVE?*

It's enough to give a program manager insomnia: Every dawn a new problem, breakfast practically a midday meal, and Studio A full of teen-age egos five mornings a week.

That's what the Corinthian station in Houston has brought about with the new half-hour *Ginny Pace Show*. Object: To serve an important segment of the community—teen-agers, some 200,000 of whom live within tv sight of KHOU-TV—and many parents, eager to share in the interests of their off-

spring. Developed with the blessings of the Superintendent of Schools and the encouragement of PTA's, the *Ginny Pace* wake-up show may also awaken others in the industry to the potential of early-morning local tv.

The perils need not be spelled out. You're aware of them and so are we. We're also aware that someone has to assume responsibility for pioneering with new ideas if television is to maintain vitality and commercial effectiveness. Each station of the Corinthian group is encouraged to take program risks, to try out new ideas, to avoid always playing safe. Sometimes it's good box office, sometimes it isn't. It's always healthy.

Responsibility in Broadcasting

THE CORINTHIAN

dead more quickly, usually peaks the second week . . .

Each publication could easily—and should—keep its own curve on issues (because December issues peak faster than June's) and supply them to advertisers . . . All timed advertising should be able to ask a publication when it "peaks."

Sales Manager
Bolind, Inc.
Montrose, Cal.

Bruce Lindeke

Shick's slice

. . . Apparently Mr. Woodward's article [Remington Turns on the Current to out-Shave the Competition, SM, Oct. 16] was prepared for publication quite some time ago as it is a little out-of-date. By a check at the market place in the recent past and at present, you will probably find Remington in second place—quite possibly in third place—in retail sales.

Vice President
Schick, Inc.
Lancaster, Pa.

Alden Horton

► Remington's public relations firm informs us that Starch figures, reflecting brand purchases within the past 12 months, produce a Remington share of the market close to the 45% figure which reader Horton questions. Remington's current share, according to Starch, is 39.5%.

sending the best

In your article "Are Advertisers Lousy Teachers?" [SM, Oct. 16] in which you refer to the Hallmark slogan, "When you care enough to send the very best," you have substituted the give in place of send.

District Manager
Sales and Advertising
Hallmark Cards Inc.
New York, N. Y.

► SM stands corrected—but passes the buck to R. H. Bruskin Associates who supplied us with the cards used in their market research tests.

prize promotion

[Courtesy of J. F. Manning, Jr., Erving Paper Mills]

. . . Our Pillsbury Campaign received the First Prize Award in National Competition for the year 1959.

I'm sure that your Home Edition promotion plus the publicity ["Mealtime Commercials," Sept. 4]

we received in Sales Management were two of the very prime reasons.

R. B. McManus

Manager
Advertising and Sales Promotion
Major Appliance Div.
General Electric Co.
Cambridge, Mass.

subject for salesmen

We would like to compliment you on the excellent article, "What Makes a Man a Successful Salesman?" by William J. Tobin, in your October 2 issue.

The twenty traits are excellently handled and we would appreciate your permission to reproduce this article in whole or in part for the information and help of our sales department across Canada.

C. E. Trudeau
Vice President and General Manager
Equipment Financing Div.
Canadian Acceptance Corp. Ltd.

dynamarketing employees

. . . Congratulations on your Dynamarketer for October 16 ["Despite Big 3's New Economy 3, Romney Intends to 'Ramblerize U.S.'"]. Another big story on Romney is how he marketed American Motors to the employees and got some realistic contracts that enabled them to make money.

Too often we forget the part unions play in making or breaking a company. Romney's meetings with all employees and their families to tell them of the problems and opportunities of their own company are tops, and he generally credits them with selling realistic contracts so that they can give the Big Three a rough ride.

Gordon R. Parkinson
Chairman, KC Sales Executives
Parky Enterprises
Kansas City, Mo.

no 'bombers' and 'burglars'

I resent Robert McMurphy's slurs of "bombers" and "burglars" on New York City salesmen ["How to Draft a Useful Job Description," SM, Oct. 16]. Successful as they are in the country's toughest market, they are just as versatile in the other areas.

I resent also his continued downgrading of the retail salesmen. . . . They know how to handle consumer resistances, prime rebuttal material for salesmen calling on retail and wholesale outlets. . . .

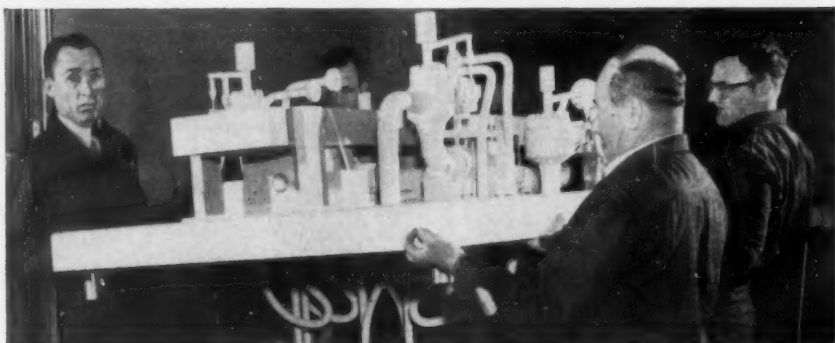
Bill Dorr
Brooklyn, N. Y.

- **KOTV**
TULSA (Petry)
- **KHOU-TV**
HOUSTON (CBS-TV Spot Sales)
- **KXTV**
SACRAMENTO (H-R)
- **WANE-TV**
FORT WAYNE (Petry)
- **WISH-TV**
INDIANAPOLIS (Bolling)
- WANE-AM**
FORT WAYNE (Petry)
- WISH-AM**
INDIANAPOLIS (Petry)

STATIONS



Valuable exhibits like this precision scale model need Mayflower's moving skill.



Expert Handling of Model of Generator Prototype Impresses Westinghouse and Industrial Models, Inc.



America's Most Recommended Mover

● No need to risk having an investment of thousands of dollars lost through damage or late arrival. That's why both customer and display builder agreed this valuable model should be "entrusted to Mayflower." Experience proved there was no better way to ship such an important and elaborate exhibit . . . both were more than satisfied with the way Mayflower protected it.

Isn't this a significant tip for you when exhibits, high value equipment or household goods of your personnel need to be carefully moved?

The nearby Mayflower warehouse agent is the most competent man you'll find to help you. Why not call him soon!

AERO MAYFLOWER TRANSIT COMPANY, INC., • INDIANAPOLIS, INDIANA



Outdoor sells cars hard when and where the selling is good

Auto makers take a back seat to no one when it comes to moving products. That's why Outdoor advertising shows up so big in their media mix.

Auto makers know Outdoor delivers more prospects at a lower cost per exposure than any other medium. Outdoor hits prospects *wherever* they drive...*when* they're most receptive...in big full color.

There's no more flexible medium. Outdoor blankets the nation at new car introduction time. Then settles down for the long hard pull of year-round selling. And it's quick on its feet...quick to change with the market situation.

Selective, hard-selling, big. These are the words for Outdoor. Ask an OAI man to show you how Outdoor posters, painted bulletins and spectaculars can sell hard for you...whether you sell cars, packaged products or soft goods.

He'll put at your disposal all the research, planning, creative and merchandising services of Outdoor Advertising Incorporated—the national sales representative of the Outdoor advertising medium.

Sales offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.*



OUTDOOR ADVERTISING INCORPORATED

132,121 building projects verify your top building market coverage in Architectural Record!

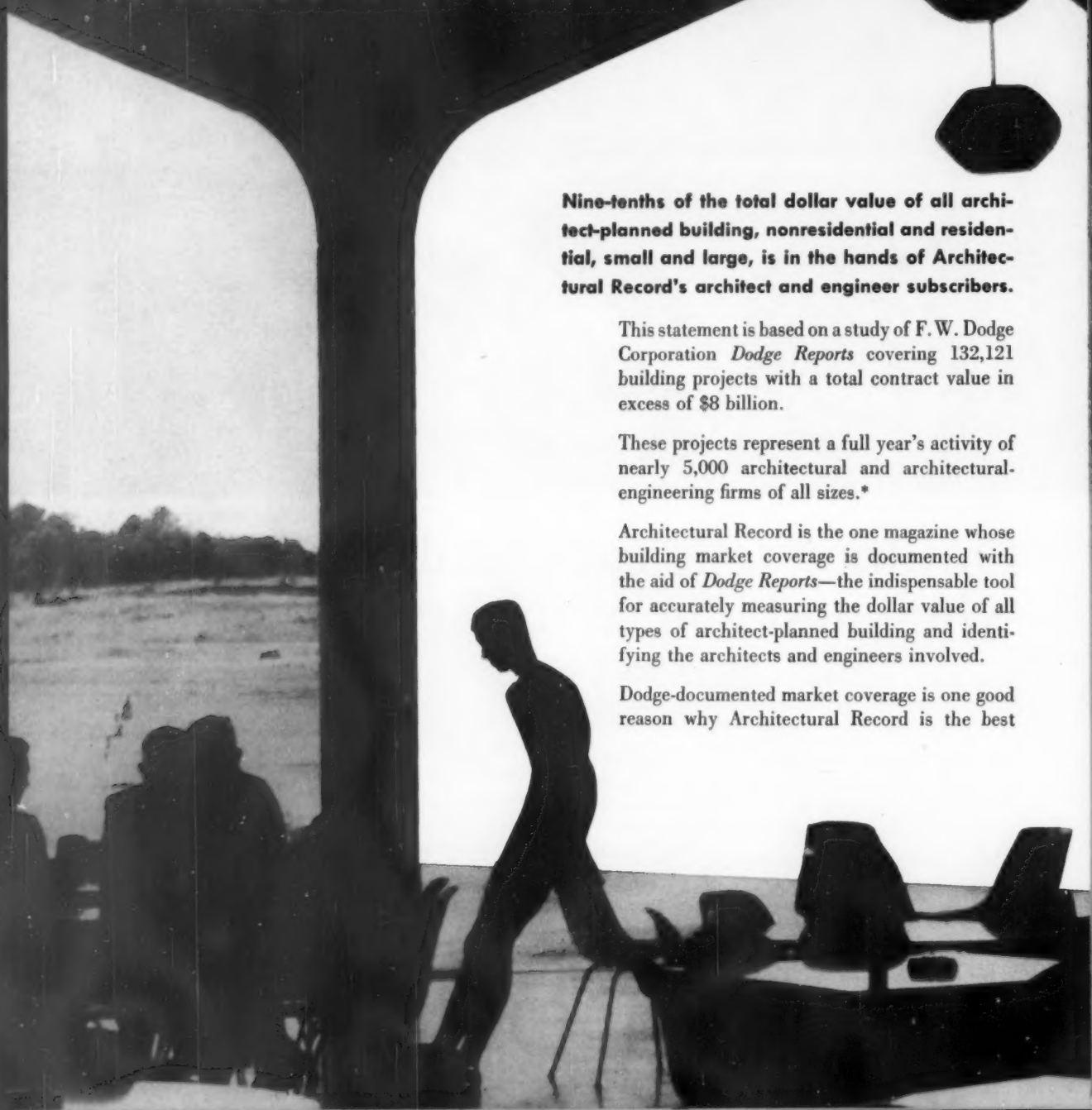
Nine-tenths of the total dollar value of all architect-planned building, nonresidential and residential, small and large, is in the hands of Architectural Record's architect and engineer subscribers.

This statement is based on a study of F. W. Dodge Corporation *Dodge Reports* covering 132,121 building projects with a total contract value in excess of \$8 billion.

These projects represent a full year's activity of nearly 5,000 architectural and architectural-engineering firms of all sizes.*

Architectural Record is the one magazine whose building market coverage is documented with the aid of *Dodge Reports*—the indispensable tool for accurately measuring the dollar value of all types of architect-planned building and identifying the architects and engineers involved.

Dodge-documented market coverage is one good reason why Architectural Record is the best



advertising buy in its field. Here are four more:

- **Top editorial quantity and quality.** Most editorial pages. Most editorial awards. Content *timed and balanced* with the aid of *Dodge Reports* to be of maximum value to architects and engineers in terms of the work on their boards.

- **Preferred readership.** Voted "preferred" by architects and engineers in 126 out of 141 studies sponsored by building product manufacturers and their agencies.

- **Clear-cut circulation leadership.** Most architect subscribers... most engineer subscribers. By far the highest renewal percentage.

- **Advertising.** Most building product advertisers... most advertising pages... most exclusive advertisers—*year after year!*

*For detailed information on Architectural Record's coverage of individual types of buildings based on a full year's census of all architect-planned work in 24 states, ask for our "Market Coverage Folder."

**Just three steps to document your building market coverage—
but only Architectural Record can take them!**

1. Measure the total size of the architect and engineer planned building market, nonresidential and residential, small and large.

2. Identify the active architects and engineers in this market, the types of buildings they are doing and their dollar value.

3. Check the names of these active architects and engineers against the names of subscribers.

Only Architectural Record can take these three essential steps because only Architectural Record has full access to *Dodge Reports* and from which accurate records are maintained of the work of individual architectural and engineering firms.

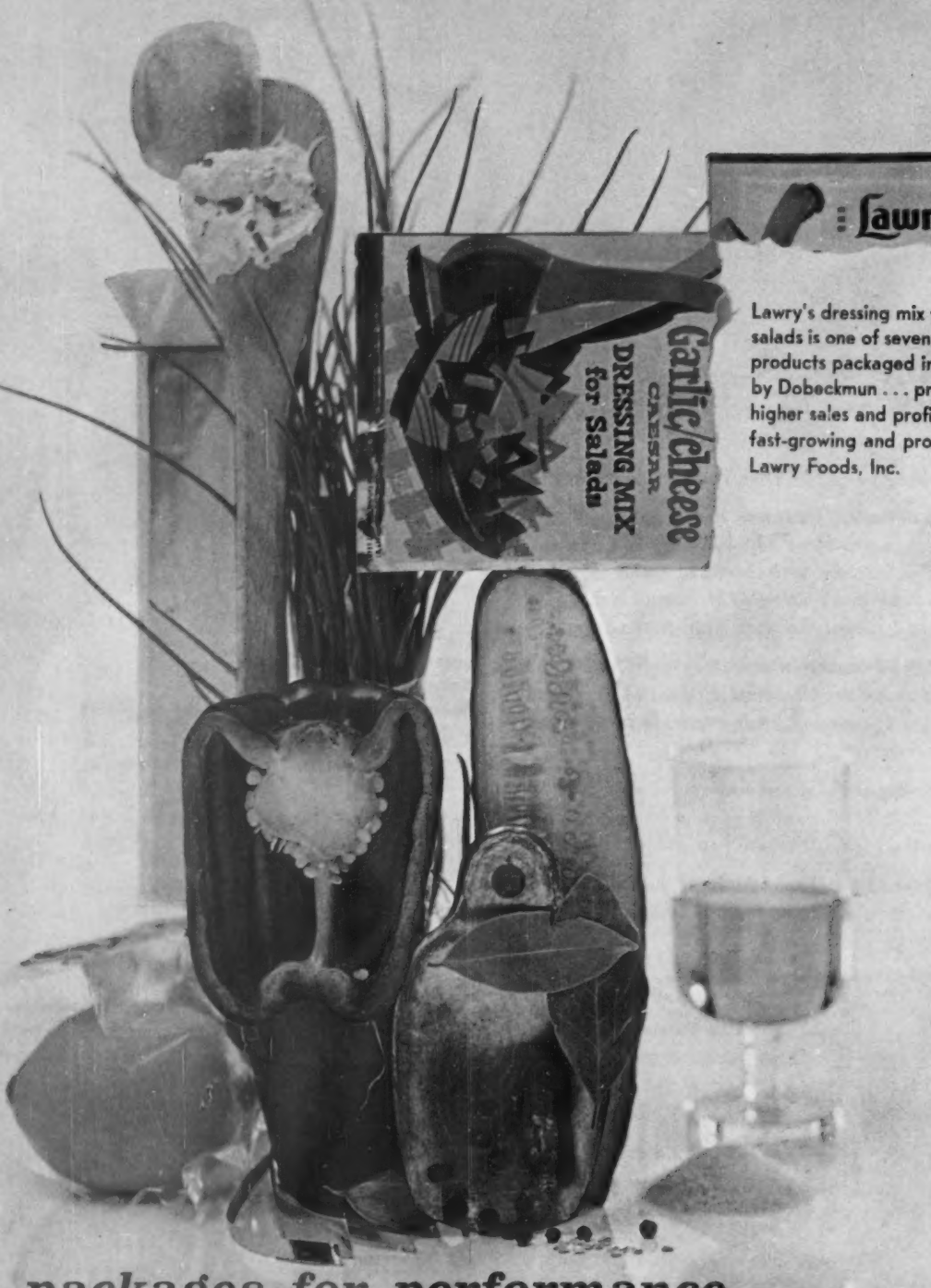


Architectural Record

119 West 40th Street, New York 18, N. Y.
OXford 5-3000



"workbook of
the active
architect and
engineer"



Lawry's

Lawry's dressing mix for salads is one of seven food products packaged in Metalam by Dobeckmun . . . producing higher sales and profits for fast-growing and progressive Lawry Foods, Inc.

packages for performance

DOBECKMUN

METALAM® proves itself the convenient Answer-all in convenience food packaging. A pioneer product of Dobeckmun creative ingenuity, Metalam protects foods and pharmaceuticals from air, moisture, light and chemicals. It is pliant, durable and takes wonderfully to all forms of printing. America's shopping carts are filled with the proof that superior containers and overwraps help move the goods in Packages for Performance by THE DOBECKMUN COMPANY, A Division of The Dow Chemical Company, Cleveland 1, Ohio • Berkeley 10, California • Offices in most principal cities.

And Now...the LEADER-LOOK!

The growth of new products and a decline in the effectiveness of advertising have already created a gap in today's marketing methods. But the past decade has led us to the Leader-Look—an exciting way to put individuality in marketing for the '60's.

By GERALD STAHL
Gerald Stahl Associates

It is no secret that there have been many dynamic market changes in the 1950's. For the most part, old methods have been patched and adjusted to fit each change as it came along. But now, as these changes continue and even intensify, marketers are finding the need to discard the old system and build a new one—built, to be sure, along the lines of the old one, but nonetheless specifically designed to accommodate our changing market.

Perhaps the greatest change we are now undergoing is in product structure. The growth in the number of new products being marketed and the growth in competition among these products in the last very few years is utterly fantastic.

In 1950, for example, \$2.8 billion was spent on research and development. That kind of money can certainly give birth to a great number of new ideas and products. Yet by 1958, this figure had grown to \$10 billion. It is little wonder that a marketing system which could cope with

the 1950 scene would be strained out of shape just a few years later.

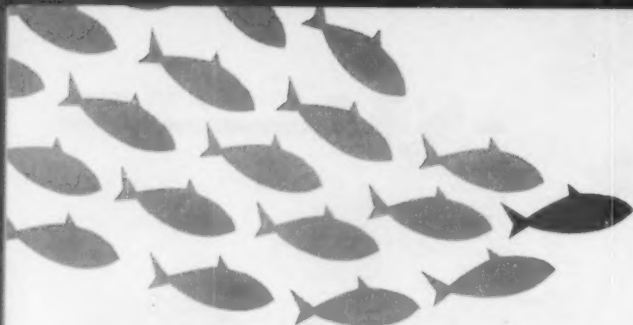
We have not only new, unheard of products coming out in great numbers, but an even more rapid growth of products within a field. No self-respecting soap or toothpaste manufacturer has less than half a dozen brands on the market; cigarette brands seem to be introduced at the rate of one a week, even though there are no major new companies in the field. And so it goes, right on through automobiles and business machines and virtually every other product group.

This means, of course, that each of these products must work harder for the consumer's dollar, just as every entirely new product must work doubly hard to displace some more-deeply entrenched older product.

There are, of course, more people, and these people do have more spendable dollars than ever before, but the growth of these two factors could never keep up with the present rate of product expansion.

In addition to the same companies' bringing out new products or brands in the same fields, we have a great number of large companies that are expanding into other than their traditional areas. Borden, for example, has brought out a ready-to-bake coffee cake; General Foods is preparing to enter the baby-food market, and so on down the line.

Just to add to this seemingly impossible pile of events, marketers are also finding it more and more necessary to compete with new fields of consumer interest that have come about as a result of the increase in leisure time. Twenty years ago, the automobile manufacturer had to convince the potential customer that he would rather buy a new car than paint his house. Now, however, the auto marketer must beat out a 2-week trip to Europe, a new power boat, air conditioning, Hi-Fi, washer-dryer-ironers and a host of others before he can get to old Mr. Average Consumer's purse. (continued on page 34)



And Now . . . the LEADER-LOOK!

(continued)

What has been the result of all this? It has meant that in order to be noticed in the crowd, the marketer has had to double his efforts. And, in order to overcome the higher cost of maintaining an increased number of brands in a relatively slightly increased market, he has had to double his efforts again.

His prime tool for reaching the public mind has been advertising. But, like any other tool, advertising is showing signs of wear from overuse.

Never before has the buying public been exposed to so many advertisements. In magazines, television, radio, newspapers; on posters, car cards, napkins, shopping bags, floors and ceilings, they are as thick (and as similar) as the spots on the living room wallpaper. And, like those spots, it's not long before they blend into an overall fuzz and you forget they are there.

Not only has the consumer been exposed to a much greater number of ads, but he has been over-exposed to so many super-superlatives that practically nothing seems either believable or worth noticing. This, by the way, is not the fault of the advertising agency; after all, it is really impossible to set many of today's products apart from their brothers without exaggerating petty differences. Clearly, however, a new direction must be found for advertising. We already have "whiter than white," "coffier coffee," "instant," and so on; obviously, such super-superlatives leave little room for improvement in that direction.

► What, then, can the marketer do to sell his products? What can he do to separate himself from his fellow marketers?

Many marketers will find the answer in what might be called the "Leader-Look."

A Leader-Look is just what it seems to be. It is looking like, and being, the leader in the field of toothpaste, bread, automobiles, fish worms or anything else under the sun. People follow leaders, and, therefore, they will naturally tend to buy the products offered by those people they somehow seem to regard as first, best, nicest, prettiest, and, in short, the leaders.

The Leader-Look is something that is built into every single marketing effort performed by a leader company. It is a constant, consistent effort to build a specific predetermined image of leadership before the consumer. It is found on the smallest tag as well as the most expensive advertisement in a national magazine. Actually, this is one of the most important things about the Leader-Look; the consistency of the effort through all phases of the marketing effort is what really proves leadership. All too often, a company will fall down and destroy its previous efforts by using, for instance, drab and unimaginative catalogues or invoices. After all, it is workaday pieces like this which often spend the most time in the hands of the customer, and their Leader-Look is vital to the success of the entire campaign.

► It must be made quite clear that the Leader-Look is not just another word for corporate image. True, the Leader-Look does include the corporate image. Much of it does depend on creating in the public mind a favorable, positive impression of the company and its products. The Leader-Look, however, carries this one all-important step further. It is designed to provide a visual tie-in between advertising as seen by the potential customer, and the product itself as seen by the same potential customer, among a myriad of other products on the shelf. In other words, it is designed to relate, automatically and favorably in the customer's mind, the pre-conditioning and pre-selling forces (the advertising)—and the product in the store.

There is one other way in which the Leader-Look is different from a corporate image. In building a corporate image, one can try for a number of different effects. The desired image can be one of benevolence, paternalism, friendliness, as well as superiority. But the Leader-Look must basically incorporate the feeling of leadership.

Let it also be noted that the role of advertising is in no way reduced; in fact, it grows. What it is, however,

is a switching away from sheer product claims and catch phrases to an approach of individuality, of a special identity which separates the leader product from all others.

Although it can not be said that there are right now any companies that have built an ideal Leader-Look, it is possible to point to one or two examples of leaders that have consciously or unconsciously gone a long way toward achieving this.

One such company might be International Business Machines. IBM has, in a few short years, created an image which, if it falls slightly short of the Leader-Look, still comes as close as anyone has to achieving it.

Its products are known for excellence of quality and design. The company itself is widely known as being aggressive, fast-moving, modern, dynamic and ethically sound. Its advertisements and all other printed matter published by the company always reflect the same modern style of its product design. Architecturally, the company maintains high standards in all properties, from manufacturing plants down to local showrooms.

► Naturally, IBM is only an example; it would probably not be wise nor possible for most companies to spend so much effort or money building a Leader-Look overnight. In most cases, it can be a more gradual effort, particularly in the realm of permanent facilities, product lines, etc. Each company, whether consumer or industrial, should decide on the type of Leader-Look that would fit it best. It is not difficult to think of a great number of organizations that would derive little benefit from IBM's style, for example.

It becomes quite obvious that coordination is of the utmost importance in creating a Leader-Look. No part of the corporate appearance can reflect anything less than leadership, no matter how insignificant it may seem to be. Point-of-purchase materials, ads, labels, products, buildings, letterheads, annual reports, sales promotion aids, brochures, direct mail pieces, trademark — everything must reflect and build this theme selected to create the overall Leader-Look.

This sounds like a tough job, but it can be done. The Howard Johnson's chain of restaurants has been doing it for years. There is virtually nothing about the organization that does not reflect the blue and orange colors and/or the "Simple Simon" trademark. In fact, just the orange roof signature serves to distinguish the Howard Johnson's eating place on a highway crowded with roadhouses, motels, gas stations and the like, much as a distinctive color or design helps

identity a product on a crowded shelf.

Consequently, we see the Leader-Look as a product of total marketing effort. It tends to eliminate searching about to find petty differences upon which to build a partial campaign. It ends the disjointed efforts of having one kind of ad on television, another in the store, and a third in the customer's mailbox.

It does itself provide a sound basis for any type of campaign. Because the distinctiveness is already built into the company's Leader-Look signature, the copywriter does not have to grasp at straws to make the product seem different. Instead, he can concentrate on creating a believable sales message.

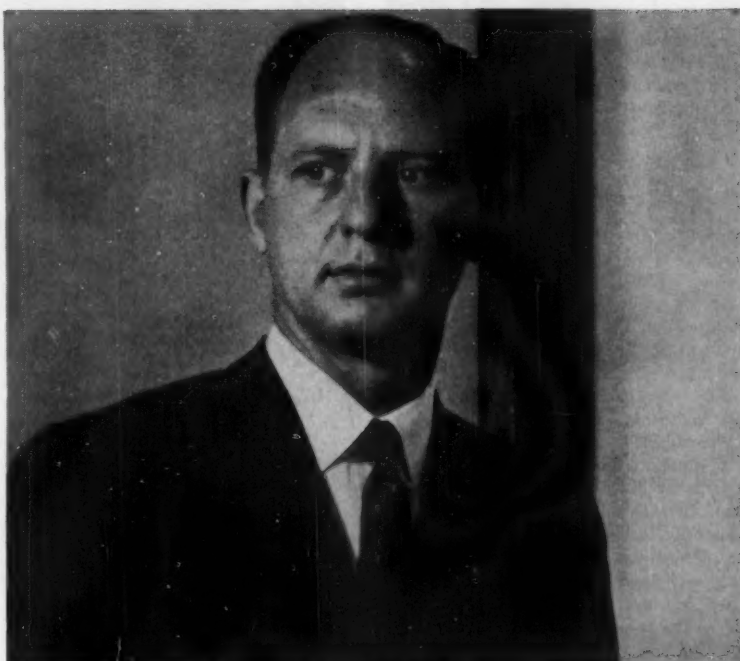
Here are just a few of the characteristics that must be built into a Leader-Look, and a few ways in which they can be created:

- The leader is something of an opportunist. He is not a publicity hound, but he does make sure that he misses no chance to show himself favorably. Excellent public relations is needed for such an endeavor. He must be sure that when there is news to be made, he makes it.

- The leader must be stable and aggressive at the same time. In order to develop these often incompatible traits, he must always maintain just the proper attitude. Stability must be shown where it counts the most—in public policy, attitude, advertising, labor relations, and so on. Yet, at the same time, he must be willing to progress constantly, keeping the progress within the framework of this stability. In other words, in advertising, his claims should be toned down to the point where they cannot be considered flighty, but at the same time, he must continuously strive to produce the latest products in his field to support his claims. His attitude toward the community must be a stable one of assistance and help, yet he must be ready to scrap a program at an instant's notice in favor of a better, more progressive one.

- The leader must be head and shoulders above the rest. This, of course, is true for every phase of his business. He will no doubt be emulated or will meet with severe competition for top position, but he must never let down his efforts to maintain a sizable lead over his competitors. This, incidentally, does not mean he must be way ahead in sales volume. One does not have to be the largest in an industry to adopt the Leader-Look; in fact, having it is often an excellent way to catch this giant sleeping.

- The leader must at all times be determined in his leadership and believable in his contacts with the pub-



Gerald Stahl

The Author: Marketing Considered First

An industrial designer by dint of his education at Rhode Island School of Design, Gerald Stahl would rather be considered a "designer for marketing." "Design is becoming obsolete in terms of marketing for the '60's," says Stahl. "A new school of design is emerging," he says, "in which the designer is oriented to total marketing, and is able to understand the problems in all phases of the operation . . . from the ad agency to the salesman . . . and is able to suggest and guide proper use of design in all of a company's visual communications."

Stahl has been learning about and applying design to marketing ever since he first opened the doors of Gerald Stahl Associates some 14 years ago. His extremely high degree of success in serving and keeping such illustrious clients as U.S. Plywood, A.S.R. Products, Jones & Laughlin Steel, American Chain & Cable and many others, attests to the validity of his theories.

He is "just barely" 40, commutes to his New York office from Rye, N. Y., where he lives with his wife and two children.

lic. Any slight flaw in the integrity of his purpose or his product statements will cause public disillusionment. He must be extremely careful of this; the better his Leader-Look, the more quickly a stain will show up.

- The leader always shows the best taste. This goes for everything he does. He must run good ads in tasteful publications. His sponsorship on radio or TV must always be with the highest quality of program. His sales representatives, corporate office building, and shipping cartons must always re-

flect the utmost in taste. He must never make the mistake of underestimating the public; if anything, he should set his sights a little high.

It will take a lot of time, effort and money to adopt a really effective Leader-Look. But, no matter what happens, that will be the price of getting ahead in the '60's. It must be remembered, however, that in this case, half a Leader-Look is no better than none. A leader does not become a leader until he proves he deserves to be one. ♦

Editor's note: This is one of a series of articles on Alcoholism and Related Problems, being planned by the editors of Sales Management.

Red Motley Talks About Alcoholism

It's an open secret that Red Motley once drank to excess. Even the most casual observer of the New York luncheon scene, those sprawling press-management functions at which Motley so often is speaker, cannot have failed to note that today he never has a glass in his hand. And Arthur Harrison Motley is not one to mince words on the subject.

"I went on the wagon March 1, 1932," he says as candidly as if he were giving you directions to the gent's room. "I've drunk **nothing** alcoholic since."

That's a lot of time between drinks, and Alcoholics Anonymous would probably agree that Motley has his problem licked.

But before Red beat his particular devil, the future looked blurred, indeed. He doesn't tell you how bad it was. But you can read between the words easily enough. "In 1932 I got scared, I was in the hospital with a nervous breakdown. I'd had a couple before that one; they were getting progressively worse."

While he lay in bed, waves of despair breaking over his head, he made his first step toward permanent sobriety (and like AA he is a firm believer that the alcoholic cannot take even one social drink of sherry and remain dried up). He called on an old-fashioned general practitioner, a man wise with experience and compassionate in a hard-headed, realistic way.

"He told me," says Red. "He told me that I didn't have the nervous system to drink—in that, I was like most alcoholics. 'People,' said the physician, 'are like horses. Some can be whipped to get them to pull harder. But high-strung horses, when whipped, rear back and break over the traces. This is what you do.'"

It took Red several months to dry out enough to get back to his work. He was a salesman then.

And having made the grade that long, he was determined to make it forever.

"A problem then arose with my friends and business associates. They expected me to drink! They knew me as

a hard drinker. It was, in addition, almost as if someone had taken away from me a valuable sales tool. That was a rough period, believe me. I didn't belong to AA. But the g.p. who had made me sit up and listen, suggested when I felt low, that I drop in and talk." (This is an AA technique; in fact one of that organization's operational corner stones.) "I can't even remember what we talked about but it helped. He didn't sit in judgment, that I know."

"Also, people whom I took to lunch expected to be offered a drink. I had to figure out a way to do business without using, for myself, this socially acceptable device."

Finally he hit upon the solution—a simple one but it worked. "I always took someone else along on lunch or dinner dates—someone who did drink. My prospect was spared feelings of guilt; I was spared the embarrassment inherent in the situation."

"I learned something from my own case and from observing other people with real or developing alcohol problems. The guy who says, 'I won't drink until after dinner . . . ' or 'I will have only one glass of scotch and no more,' will never beat the rap. Neither will the guy who says 'I'll give it up for Lent.' He isn't really committed to anything. Thousands and thousands of men and women make such resolutions every year and find themselves staring failure in the face. Nothing happened to me until I made a total commitment."

"Only then did I recognize the finality of what I was doing. I had to tell myself that never again, under any circumstances, would I take a drink. Never is a long word."

"But for the guy who makes such a commitment there will be help—and trouble. In my case, most people gradually accepted the fact that 'Motley doesn't drink.' They stopped pushing it on me. But others, often good friends, with the best of intentions would continue to insist I have a little pick-me-up."

"The real difficulty for me, and for anyone who gives up liquor, is the stigma of being 'different,' of being afraid you'll spoil someone else's good time. It's a real danger,



"People are like horses . . . some can be whipped to pull harder . . .



Parade's Mr. Motley

For the benefit of the two, or possibly three, sales executives who do not know Red Motley, a few facts: Arthur Harrison Motley is president of Parade Publications, Inc., publisher of Parade. One of the guiding lights (and a former president) of National Sales Executives. A free-swinging extrovert, he signs his correspondence in red pencil, just "Red." Beneath the from-the-shoulder approach is a restless, quicksilver brain: Red once taught college English at Hamline University, was elected to Phi Beta Kappa. During his career he's been sales manager for Smith Bros., v-p and director of Crowell-Collier Publishing Co., publisher of American Magazine. Base is his big, paneled office on New York's Madison Avenue. He works at a desk (invariably cluttered) with no drawers, lest he postpone a decision. He's a speaker without peer. A standing ovation after his speeches is almost inevitable.

PHOTOGRAPHS BY GUY GILLETTE

too, for unless you're careful as hell you can, in a weak moment, 'take a little one' just to put other people at ease.

"Adjustment will require **planning**, to smooth off the rough edges. It is a very human feeling, this wanting to 'belong.' But if you pace yourself you can meet the demands of late hours and entertainment. When I drank I was able to seem sparkling with the aid of liquor. When I didn't drink I **knew** I was tired. So this piece of advice: If you don't want to give up entertaining you must consciously plan and anticipate. When you're going to be out late you should plan ahead for an extra rest. (I used to take a nap before a big evening so I could withstand the rigors without the stimulus of drink.) If you're rested then temptation is easier to handle. Over the years it has

become automatic to me to gauge my strength and to plan ahead.

"Now I replenish my well of energy. I don't build it up artificially. Pacing yourself is all-important. Everyone who drinks heavily knows how awful the day-after is, with demands put upon you and no reserve with which to meet them."

What made Red Motley stop drinking?

A combination of things, really. But that strongest of all motivations, primarily: fear.

"I did it by getting scared . . . having things catch up with me. I found I was going to a 'muscle factory' at
(continued on page 98)



But high-strung horses, . . .

when whipped, rear back . . .

and break over the traces."

Are Too Many Companies Ignoring the

Seems so. Yet salesmen often want recognition more than money. Honor awards are a good buy, pay rich dividends in morale, job performance.

Sales Management editors got a jarring surprise as returns came in on our latest Sales Leadership Panel on salesmen's honor awards.

The simple fact is that many, many companies are overlooking one of the most effective and least expensive ways to motivate salesmen, create job satisfaction, maintain morale.

In querying sales executives about honor incentives, we pointed out that most of the men who have done serious research on causes of sales-force turnover agree that men tend to stick with companies that provide strong leadership plus (1) security, (2) opportunity, (3) recognition.

Our poll concentrated on the third factor. We asked panelists:

- Whether their companies have one or more of six types of honor awards—not sales contests—including those honors accompanied by cash or fine merchandise.
- How they promote the awards to create and maintain salesmen's interest.
- How they stage, or "dress up" the presentations of honor awards.
- What they think of the results.

We learned a lot from companies that have honor awards (see check-up chart), but only a small percentage of the 203 respondents do.

Here's how the answers shaped up:

18.7% have a single top-honor award. Most common qualifications for this: Highest achievement against quota, or highest rating on a variety of weighted points. Most of the com-

(continued on page 100)

How Panelists Rate Award Programs

TYPE OF AWARD	Single top honor award to outstanding salesman	Group of awards to honor several salesmen	
NAME	Oscar Award Man of the Year Salesman of the Year Top Salesman of the Year No. 1 Salesman of the Year	Outstanding Salesman of the Year Distinguished Salesman's Award President, Star Salesman Club President, 100% Club	
NATURE	Trophy Cup Statuette Sports equipment Cash	Plaque Vacation trip with wife Stock Choice of valuable merchandise	Lapel pins Cash Special dinners Cup Bonds Stock Valuable merchandise (silver bowl, watches, etc.) Trips Plaque Certificates
QUALIFICATIONS FOR WINNING	Greatest dollar volume Largest number of orders Greatest sales increase during the year Top man based on NSE points Salesman who did most to advance self, company, profession Highest point scorer on weighted average First salesman to exceed quota Salesman who achieved highest percent of quota for the year Outstanding sales progress Good administration Evidence of ability to move ahead	Number of new customers Best sales performance against quota Top increase over previous year Success in specified objectives Highest unit sales per section equated by potential per territory Points earned for sales volume and length of service Best record of recruiting new dealers	

Motivation Power of Honor Awards?

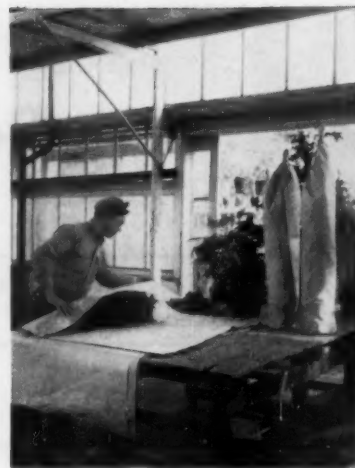
Below is a quick look at the type, nature and qualifications of honor awards reported by our panelists. All names and descriptions are quoted directly, or paraphrased from the questionnaires.

Honor "club" plan	Awards for middle management men	"Team" award to top-ranking district office	Length of service
<p>Top Ten Club \$100,000 Club</p> <p>Totem Pole Quota Club</p> <p>Star Satouq Club</p> <p>Salesman's Club (quotas spelled backwards)</p> <p>Million Dollar Club Hurdler's Club</p> <p>100% Club</p> <p>Hall of Fame Sales-master's Club</p> <p>President's Honor Role Club</p>			<p>Pioneers Club</p> <p>Quarter Century Club</p> <p>5-, 10-, 15-, 20-year, etc., Clubs</p>
	<p>Trophy</p> <p>Cash</p> <p>Fishing trip</p> <p>Extra vacation time</p> <p>Attendance at merchandising clinic</p>	<p>Plaques (permanent, and ones which move on from winner group to winner group)</p> <p>Cup</p> <p>Dinner parties</p> <p>Merchandise for each man</p>	<p>Pins</p> <p>Watches</p> <p>Silver trays</p> <p>Cash</p> <p>Bonds</p> <p>Plaques</p> <p>Dinners</p>
<p>Best performance against quota</p> <p>Top salesmen in company on a variety of points</p> <p>Sales over a specified dollar or weight volume</p> <p>Standing in 1 to 10 position in national rating system</p> <p>Outstanding efforts in special drives</p> <p>Exceptional promotional activity and new ideas for selling</p>	<p>Regional managers of winning salesmen</p> <p>Managers elected by top sales brass</p> <p>Manager of top district, zone or region</p> <p>Best developer of area, personnel, public relations, profit, product acceptance, new accounts</p>	<p>Top sales record against quota</p> <p>Top rating in: total sales, percent of increase over previous year, sales cost in relation to profits, new accounts</p> <p>Highest dollar or weight volume for a specified period</p>	<p>Seniority</p>

Stretchable quality of Clupak paper makes it more pliable and tougher for all kinds of wrapping and bagging uses. New uses for Clupak in paper and other materials are being sought. Now some of the uses of Clupak kraft include . . .



liners for boat packaging . . .



nursery and florist wrap . . .

Clupak—a New 'Extensible' Paper—Stretches Out to Wrap Up Markets

Clupak, Inc., formed by Cluett, Peabody and West Virginia Pulp and Paper, goes to market with nothing but ideas and a contract. Ideas mean new markets for paper—maybe disposable paper "fabrics."

By KENNETH P. PARTCH
Assistant Managing Editor

A revolutionary new stretchable paper may have struck a bonanza of new markets. Disposable paper "textiles" that are strong, flexible and attractive may soon be commercially available. But that's just one of a host of new, superior paper products and paper substitutes for other materials.

Clupak, the "extensible" paper is expected to replace ordinary kraft paper within five years.

The stodgy, ultra-conservative paper industry now finds itself in the position of the aggressive new-market hunter—a new role for an industry that has been constantly under the harpoon of new competitive materials. While it's true that the paper industry has

enjoyed consistently larger sales, they've had to share the expanding market with a lot of newcomers. The various foils, films and plastics have each taken a toll of new business that might have gone to paper.

Now, as many old-timers are saying, "There's been nothing like it for 30 years." Paper strikes back.

Clupak, Inc., the company that licenses Clupak to other paper manufacturers, spends much of its time looking over the paper market and other markets, and wondering, checking, then researching to find a way to serve them better with Clupak. For not only does Clupak stretch, but the stretch gives it a shock-absorbing

toughness vastly greater than any other paper, weight for weight, according to the company. And it will be very happy to demonstrate these abilities with every known paper-strength test, and some heretofore unknown. It seems nobody paid much attention to stretch before, so nobody gauged performance by toughness either—just tensile strength, which, the experts say, doesn't really mean too much.

To back up the claim that all kraft paper in this country will be Clupak by 1965, the company has started an advertising campaign aimed at all industries that use kraft for wrapping and bagging. It has budgeted \$350,000 this year to reach industries in



magazine, paper wrappers . . .



multiwall bags for bulks . . .



shipping bags for auto seats.

fields that include chemistry, food, feed, grocery, grain, paper, packaging, milling and quarrying. Ads were placed in 24 business magazines of a general and vertical nature in the fields listed.

The first commercial Clupak was introduced in January, 1958, by Clupak, Inc., the company formed by Cluett, Peabody & Co., Inc., and by West Virginia Pulp and Paper Co. It has been very well received in the industrial multiwall bag and grocery bag fields.

Now, with the nonchalance of the laboratory virtuoso, Clupak reveals a more improved stretchable paper—it stretches in all directions. (The first Clupak added stretch primarily in the machine direction.) This "isotropic" Clupak, as the paper men tab it, will stretch up to 50 or 60%. It is so much more pliable, but still strong, that Clupak people think they have the answer to paper non-woven "fabrics."

Non-wovens are much cheaper than woven fabrics. Clupak, which is usually priced just slightly higher than ordinary paper, will be cheap enough to be disposable. As cheap for doctors and nurses, for instance, as sending a uniform to a laundry. That, at least, is what Clupak is shooting for.

What's the future of Clupak? "I wouldn't want to make a specific estimate," says G. E. Amerman, Clupak's president, and former v-p of Cluett, Peabody, "but it's all bright.

"In the paper industry, alone," says Amerman, "there are almost unlimited possibilities." But he's always quick to caution about over-selling. He's become a paper man now, in earnest.

Then he relates a story of how Clupak rang the bell in another industrial feat: A large asbestos manufacturing company had asked Clupak to see what it could do with asbestos and its shedding problems. Clupak ran some raw asbestos through the process, and got out a strong, pliable asbestos that did not flake. This was such an unusual task for the Clupak company that to date it hasn't decided what the royalty rate should be.

While all the commercial Clupak now being produced is of kraft grades, soon, as a result of research being sponsored by Clupak at several licensed Clupak manufacturers', a

grab-bag of new products will be ready for market.

These new items for the market range from bed sheets to tea bags, and vacuum cleaner filters to noiseless popcorn bags and shotgun shells. A substitute for leather in lining handbags and shoes is being tested.

Clupak was derived from an invention by Sanford Cluett of Cluett, Peabody. He's the man who took the shrink out of textiles with the process behind the "Sanforized" trademark.

It was brought to market in commercial quantities in the kraft grades by West Virginia Pulp and Paper Co. While paper men had long tried to



SALES AND TECHNICAL SEMINARS held regularly by Clupak staff, tell the Clupak story, from how to make it to how to market it. Group above is a technical symposium of paper manufacturers' representatives getting Clupak indoctrination.

make paper stretchable by pulling it, Cluett was the first to try pushing it together during manufacture. He did this by squeezing some of the moisture out between a heated, smooth drum and a rubber belt. When manufacture is completed, the paper is smoother, more uniform, tougher—and stretches.

Cluett introduced this process in working laboratory model form to five or six other paper manufacturers before WVPP said "Yes," recognizing its tremendous value to the paper industry.

The two firms formed Clupak, Inc., to license other paper producers to make Clupak, and use the trademark on their products and in their advertising.

In less than two years since the introduction of Clupak kraft, there is abundant evidence to support the estimate that Clupak will replace ordinary kraft within five years.

McCall's Magazine and the Reader's Digest are using Clupak for wrapping their mailed magazines. McCall's ran a test that convinced it to go Clupak: The magazine wrapped 24 copies and mailed them to fictitious addresses in San Francisco. Twelve were wrapped in Clupak and 12 in its standard kraft wrapper. After the grueling circuit in the mails, the copies were returned. The 12 wrapped in the standard wrapper were ragged and ripped. The 12 wrapped in Clupak were in almost perfect condition.

A large mail order house is about to switch to Clupak for wrapping its huge annual catalog.

► Another example: Kraft paper is used to form phenolic resin laminates for pipe, conduits and tubing; and decorative laminates such as Micarta and Formica. Clupak kraft is now being used for Westinghouse's Micarta and piping laminates for the Babbitt Pipe Co., Inc. Reason: Clupak is tougher, doesn't tear as easily during forming, causes less downtime during twisting for pipe form. And it is smoother; therefore, it is superior for the flat laminates.

The business of Clupak, Inc., is to provide ideas for its licensees and prospects—ideas for better paper than a licensee now produces and ideas for new and better end products. Aside from this, it doesn't make or market anything. "We always have a specific product in mind when we try to sell a prospect," says Amerman.

To keep ideas flowing and to improve the basic patent, Clupak sponsors a great deal of research. Developments become the property of Clupak, which is bound to make them available to all licensees, equally. The

discoverer company, of course, gets the time jump at implementing it.

Here is some of the research that is now being conducted:

- Glassine and greaseproof papers. Methods are being perfected to make a Clupak that will not have the brittleness of these papers now on the market.

- Bag-making machinery. The new isotropic Clupak is too limp for present bag-making equipment. Progress is being made in overcoming this handicap in order to offer the superior Clupak while not making present bag equipment obsolete.

- Linerboard for corrugated boxes. This market is a huge one in the paper industry, and there is a real need for a board that will not crack at the score line or fold. Success in this research is expected in a few months.

- Smaller, specialty companies are looking for ways to use Clupak for paper products that include tracing paper, photographic paper, tissue, filters for cars and air conditioners, and a score of others.

- Isotropic Clupak, or the paper with the big stretch, is being tested for many uses and is the type that is expected to have the answer to the non-woven textile market. Target date is within the next year.

Clupak, Inc., offers technical assistance to the licensee, helps set up the process, and is available for operational advice.

The Clupak team is a busy one. It consists of President Amerman, a vice president-technical advisor, two technical advisor-engineers from WVPP, an engineer in Europe, an administrative assistant (patent attorney from Cluett, Peabody staff), an advertising-promotion manager, an accountant and office staff.

In addition to signing up paper companies all over the world to a Clupak contract, they run various indoctrination and operating seminars. The operating seminars are for the sales and marketing staffs of licensees. Clupak technical advisors run technical seminars for the technical staffs of licensees. Seminars are also held for subsidiary converting companies of paper manufacturers or separate independent converters—the firms that make the paper products.

There are now 12 paper companies with Clupak licenses—nine in the U.S., two in Canada and one in Sweden. Eight have already gone into operation producing Clupak, and the remainder will be in operation by January, 1960. Many more firms are nego-



PHOTOGRAPH BY GUY GILLETTE

New Job— Old Hat for Amerman

Once you acquire the reputation of "troubleshooter" it can be a difficult one to lose. Actually, Gerald E. Amerman must like the role by now, he's had to work at this job for some time. After several production managerial positions for manufacturers of steel products, Amerman joined Cluett, Peabody & Co., Inc., in 1946, and was sent to Troy, N. Y., as assistant production control manager. From this first position at Cluett, Peabody, he has really been around.

It wasn't long before he was sent to the Atlanta, Ga., plant as assistant plant manager. Then, just two years later, he was back at Troy as assistant general works manager of all 16 U.S. factories of Cluett, Peabody. Within six months he was on the move again, upward, to become president of Cluett, Peabody, Ltd., of Canada. In 1952, he returned to New York to become vice president of the company in charge of all domestic sales in the U.S.

Three years later, Cluett, Peabody was reorganized into divisions. Amerman became vice president and general manager of the Casual Wear Division. He had begun to settle into this position when the call came in . . . "OK, Amerman, we've got a commercial product in Clupak—come and sell it." That was in the beginning of '58, and he's doing it.



It would take 1,000 salesmen, making 10 calls each per day, more than 11 years to make as many face-to-face contacts as you get from 1 ad page in 1 issue of the Post. Alfred Politz' study of Ad Page Exposure proved: 29 million times each issue, someone turns to your ad page in the Post!

Isn't this the kind of selling you want your advertising to do?



A CURTIS MAGAZINE



**TROY'S
28**

In 28 communities of the Troy Market, **THE RECORD NEWSPAPERS** lead all other dailies in circulation.

The nine-community City Zone coverage is 97%. The combined City Zone and the five-county Retail Trade Zone coverage is 75%.

The only effective way to reach the Troy Market of 254,000 above-average consumers is through **The Record Newspapers**. Write or call today for more information.

THE TROY RECORD THE TIMES RECORD

TROY, N. Y.

CIRC. 47,249

tiating in countries that include Great Britain, France, West Germany, Finland, Italy and Japan.

While a case can be made out that shows U. S. paper companies beating a path to Clupak headquarters at 530 Fifth Ave., New York, "it's not quite like that in foreign countries," says Amerman. Foreign paper producers are more conservative in their operations and this slows down dealing.

"But they're signing," he assures. The reason is that Clupak can be shown to conserve paper, because less weight is needed for additional, or equal, strength. This means less pulp needs to be used, and this saves forests. It's the conservation angle that greatly interests foreign companies.

Selling the virtues of Clupak hasn't been all a tale of demonstrating superiority, industry acceptance, and competitor capitulation, in that order.

When Clupak grocery bags first hit the super markets and grocery stores, a new element in the Clupak marketing picture had to be reckoned with—the consumer. Somehow, to the customer, the new Clupak bag didn't feel familiar, didn't look strong enough. Yet, it was actually stronger than the bag she was accustomed to.

Customer psychological reactions in the market place are an ever-recurring story. Clupak is just meeting this problem and is making plans to counteract it. (A Canadian bagmaker prints a message on its bags that reads—"This more flexible Clupak paper is stronger and tougher.") More such educational efforts are planned.

Clupak has sold many regional divisions of large grocery chains on the new paper.

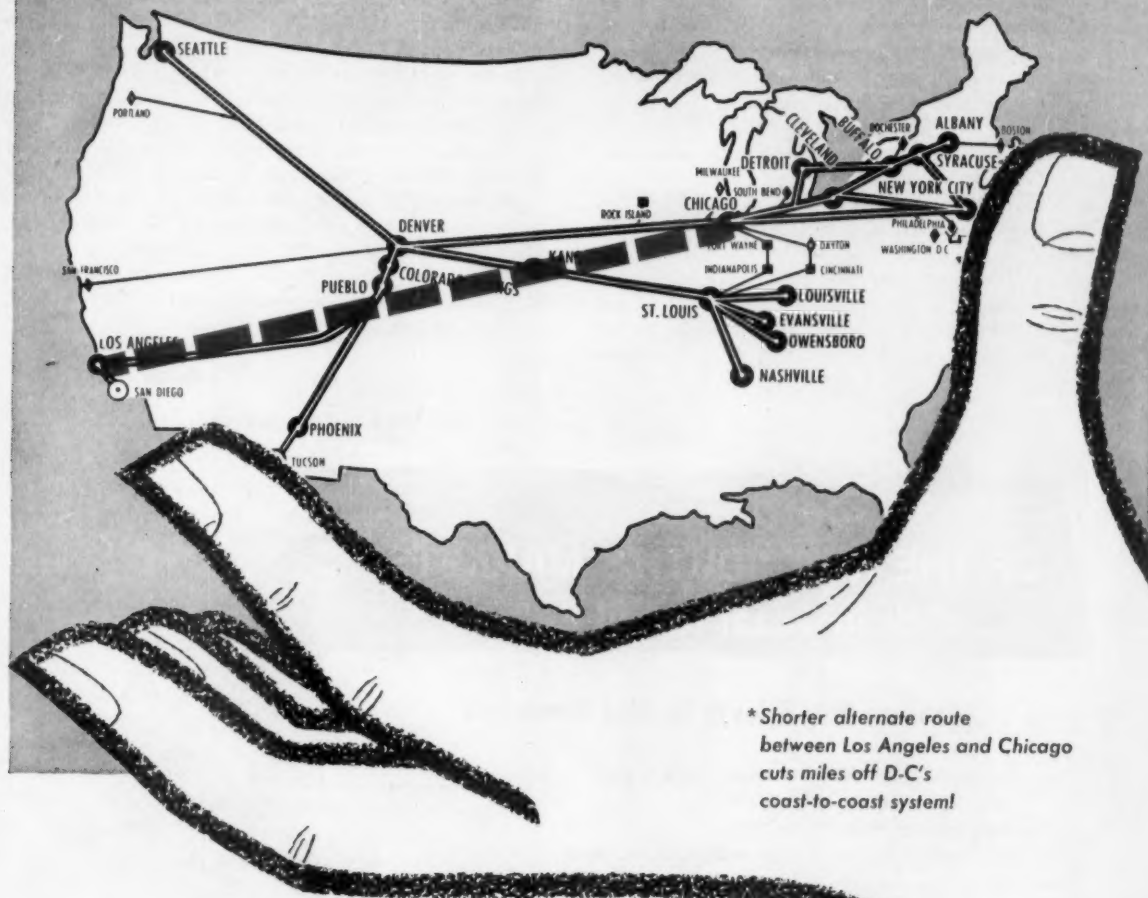
► Clupak paper usually sells a little higher at wholesale than ordinary paper—savings along the way, from producer to end-product user, usually mean a product that may actually be cheaper. Since heavier average weights can be run through the paper-making machine, the mill can make more profit. There's less waste in manufacturing paper products, and this saves money. Finally, the product either sells for less, or more economical weights can be used with less loss in shipping damage.

Clupak, Inc., charges a fixed royalty rate \$2.25 a ton for unbleached kraft and \$3.00 a ton for bleached. If the wholesale index moves up or down 1% or more (excluding food and farm products), the yearly rate is changed.

People in the paper industry are a cautious lot, not greatly given to over-romanticizing their industry. Still, there is a note of enthusiasm about the Clupak development that is difficult to subdue, even for them. ♦

Shorten the distance coast-to-coast with...

D-C's MILE SAVER* ROUTE

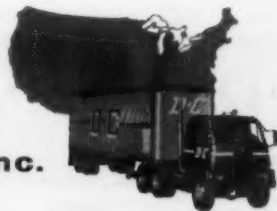


* Shorter alternate route
between Los Angeles and Chicago
cuts miles off D-C's
coast-to-coast system!

When SERVICE is important, you'll be miles ahead when you ship via D-C's MILE SAVER ROUTE. Shortens the distance between Los Angeles and Chicago — brings the East and West Coast miles closer — makes D-C's DIRECT SERVICE even more direct!

Try D-C's MILE SAVER ROUTE on your next shipment — you'll discover why D-C is the coast-to-coast choice for coast-to-coast service!

DENVER CHICAGO TRUCKING CO., Inc.
THE ONLY DIRECT COAST-TO-COAST CARRIER!



Where Were You Between 11 and 2? Maine!

The other day at ten o'clock in the morning I excused myself from a conference in our offices at 630 Third Ave., New York, leaving my associates more than a bit mystified with the statement, "I've got to run up to Maine, but I'll be back right after lunch to resume the meeting."

By limousine I went to Idlewild Airport where, with 104 other so-called VIP's invited for a demonstration flight, I took off on one of United Air Lines' new DC-8's at precisely 11:10 a.m. Cruising along at a comfortable 540 miles per hour at 24,000 feet, we went up Long Island Sound, passed over Nantucket Island, then the extreme tip of Cape Cod, up and directly over Boston, and as far as the Massachusetts-Maine boundary before we turned back, landing at Idlewild at 12:12 p.m. or 62 minutes for a flight of some 400-odd miles.

After a bountiful cold buffet and a tour of United's tent show, I was back at the office shortly after two o'clock to resume the meeting.

I've been on both turbo-props and jets before, but this trip dramatized for me better than any other the wonders of the jet age.

Years ago I used to make the New York-Boston run fairly frequently, often taking the midnight sleeper and arriving at seven in the morning. Now I could get to Paris in the same period—or be most of the way to Honolulu.

United, last of the transcontinental lines to order jets, held their own beautifully for a solid year by sound selling and efficient routing of their piston planes while Pan Am, American, TWA and others trumpeted the coming of the Boeing 707. Now with a growing fleet of Douglas jets, they are doing a promotion job that the other lines didn't find necessary to do while jets were a novelty.

To sell jet travel to the public, United has just concluded a 6-week series of tent-show "Jet-A-Ramas" in San Francisco, Chicago, New York and Baltimore-Washington. With an expenditure of \$750,000 the line has explained and demonstrated the DC-8 to 500,000 travelers at those airports.

In the tents are exhibits and working models of everything that goes on before and during flights. Not having a scientifically trained mind, I lost much of what I saw and heard, but I was intrigued with a couple of minor statistics. The huge Goodyear landing tires are made of 18-ply nylon cord costing 300 bucks apiece and are good for only 20 landings, after which they go in for retreading, up to nine times. The other surpiser was a comparison of the size of the DC-8: Put two of them tail to cockpit and they fit precisely into a football field, with not an inch to spare.

PHILIP SALISBURY
Editor

Greensboro- OF THE NEW SOUTH'S MARKETS 15th in Total Retail Sales

Stimulate Drug Sales in Thriving Greensboro

Over one fifth of the nation's top metropolitan markets are in the NEW South. When advertising to this important 11-state market be sure Greensboro is on your schedule. In retail Drug Sales, for example, Greensboro outsells such primary markets as Little Rock and Chattanooga, close behind Baton Rouge and Knoxville. A vital sales factor is the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily; over 400,000 readers daily.

Write on company letterhead for "1959 Major U. S. Markets Analysis" Brochure of all 292 Metropolitan Markets.

Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.



*Greensboro, 1st Market
in the Carolinas,
79th in the Nation*



3
100
500

IN JUST 3 MONTHS 100 ADVERTISERS PLACED 500 INSERTIONS IN LOOK'S MAGAZONE PLAN

Since September, when LOOK introduced its Magazone regional advertising plan, Magazone volume has increased issue by issue. Compared with the first issue, the December 8 LOOK will carry double the number of Magazone advertisers, triple the Magazone insertions.

Magazone is hot and the reason is simple—sales. Take the most recent example... Slumberland, a mattress manufacturer in New England. This company's ad featured its regular fair-traded mattress and listed the names of the local dealers who stocked them. Results: Slumberland sold more mattresses than ever before in the history of the company... the ad

paid for itself one hundred times over.

Magazone is designed specifically for the marketer with a regional advertising pattern, providing seven geographic zones available individually or in *any* combination. The Magazone Plan combines the top flexibility and low cost of regional coverage with the impact, authority and prestige of one of America's great *national* showcase magazines.

See your LOOK representative... we'd like to run *your* Magazone success story soon!

LOOK

LOOK offices are situated in NEW YORK, HARTFORD, PHILADELPHIA, PITTSBURGH, CLEVELAND, ATLANTA, CHICAGO, DETROIT, MINNEAPOLIS, LOS ANGELES and SAN FRANCISCO

It's 2 to 1

in fast-service
eating places,
twice-the-turnover
per seat means...

MORE Meals
MORE Sales
MORE Profits

NO MATTER WHAT YOU CALL THEM

Coffee Shops
Confectionery Stores
Counter Restaurants
Department Stores
Diners
Drive-Ins
Drug Stores
Fountain Restaurants
Industrial Cafeterias
Luncheonettes
Sandwich Shops
Variety Stores

NO MATTER WHERE YOU FIND THEM

Airports
Bus Terminals
Railroad Stations
Main Streets
Main Highways
In Industry

**THEY ALL HAVE
ONE THING IN COMMON—**

FAST SERVICE

To effectively reach this
specialized market specify
FAST FOOD
for an advertising schedule

BFA

NBP

FAST FOOD

magazine

630 THIRD AVE.
NEW YORK 17, N. Y.



NSE/N.Y. Sales Execs Club Hassle Over Payment of Dues

What started earlier this fall as a request by the Sales Executives Club of New York for a sliding scale of dues to be paid to National Sales Executives, Inc., has now turned into a demand.

The New York club's 2,800 members represent roughly one-eighth of NSE's U.S. membership, and the present impasse is of grave concern to the national body and its new official magazine, Salesweek.

For the past several years New York has paid NSE on the basis of \$15 per year per member, but according to its bylaws the amount paid is to be determined annually by the board of directors. Because of its large membership and the many services it performs, the club has a permanent 11-man staff, and its current expenses exceed income on normal activities. Whatever excess of income accrues is dependent upon the success of such fringe activities as an annual golf outing and a Christmas party.

Since the inception of NSE, the New York club has contributed \$710,000 to the national organization. This year the directors voted to request a sliding scale of payments, on the basis of \$15 per year on the first 1,000 members and \$5 a year on the balance, which would result in a probable payment to NSE of \$25,000.

At an October 3 meeting of the Executive Committee of National Sales Executives, Inc., at the Hotel Roosevelt, New York, the officers of the New York club were invited to attend and present their reasons for a sliding scale, but were met by the announcement that on the preceding day the NSE Executive Committee had voted unanimously to reject the New York club's request.

Reasons advanced by NSE for the turn-down included the assertion that no club pays dues as a club to NSE, that a club affiliated with NSE is issued a charter which calls for payment of annual dues for each individual (now \$15), that the New York request, if accepted, "would provoke a rash of requests for diversified exceptions and recriminations, would weaken the structure of NSE, cause it to lose stature and reduce the effectiveness

of its overall program by reducing funds available."

In an October 28 reply, Philip J. Kelly, president of the New York club, pointed out that the club "has never asked for, been offered or expected any charter from National Sales Executives, Inc. . . . If we were offered such a charter on the rules outlined, it would be refused. This is not a conjecture, but a fact borne out by the action of our directors over a period of 24 years . . . The matter of NSE dues is voted upon each year by [our] directors . . . NSE understood this and accepted our money on this basis for 21 years, starting in 1938.

"... We're forced with the choice of trimming our services to our members or reducing our payments to NSE . . . Our budget will not permit any further temporizing with the issue. We cannot raise our dues any higher at this time. In the beginning we suggested a return to the sliding scale of dues to solve both NSE's problem and ours—now we demand it."

An appendix to the Kelly letter was a 7-page summary of 45 meetings of the New York club's directors, at which the question of payments of dues versus a flat annual sum to NSE, came up for a vote. The summaries show that the sliding scale is not new, and was in effect from 1944 to 1950; that the SEC-NSE fiscal relationship through the years has always been considered a direct one between the club and NSE, rather than directly between New York club members and NSE, "with the SEC [New York club] reserving the right and responsibility each year to assess the value of this relationship and make any changes deemed advisable in the best interests of the club and its members."

As the matter stands at press time, National Sales Executives, Inc. refuses to accept a check from the New York club on a sliding scale basis, and the New York directors have voted unanimously to pay only on such a basis. The deadlock is not likely to be resolved prior to the scheduled February meeting of the officers and directors of the national organization—if then. ♦

FACTS

For the 37th consecutive year Good Housekeeping is leading its field in advertising pages; for the 22d year in editorial pages*...

Total Advertising Pages	GOOD HOUSEKEEPING768
	Ladies' Home Journal689
	McCall's485

Source: PIB—JAN./AUG., 1959

Total Editorial Pages	GOOD HOUSEKEEPING1,103
	Ladies' Home Journal723
	McCall's805

Source: Lloyd H. Hall Co.—JAN./SEPT., 1959

* Accepted editorial page tabulations were not recorded prior to 1938

Rate of Circulation Growth

GOOD HOUSEKEEPING	
(1st 6 months) 1959—	4,437,978
(1st 6 months) 1955—	3,429,796
	1,008,182 an increase of 29.4%
Ladies' Home Journal	
(1st 6 months) 1959—	5,755,317
(1st 6 months) 1955—	4,817,863
	937,454 an increase of 19.5%
McCall's	
(1st 6 months) 1959—	5,491,572
(1st 6 months) 1955—	4,522,518
	969,054 an increase of 21.4%

Source: ABC—Publishers' Statements

Total Retail Advertising Tie-in

(All daily newspapers in all U.S.
cities of 100,000 or more)

GOOD HOUSEKEEPING7,171,229 lines
Ladies' Home Journal	74,533 "
McCall's	145,407 "

Source: Advertising Checking Bureau, Inc.—JAN./AUG., 1959

Good Housekeeping

MAGAZINE AND INSTITUTE

A HEARST MAGAZINE





-SM

THEY'RE
IN
THE
NEWS

BY HARRY WOODWARD

Sales Help for Beleaguered Outdoor

Sometimes General Outdoor Advertising Co. must have the feeling that its enemies have cleared the moat and are storming the ramparts. With the nation's big highway program creating throughways and super-highways, new business should be good. But conservationists, some safety experts and assorted foes of outdoor advertising have ganged up on big (and small) corporations like General. Truly it is a time, for General, when a super-salesman is needed. And the company has hired one: He's **W. Bruce Clark**, who steps in as general sales manager. Under his belt ten years of experience with the company—first as national sales representative, then as account executive, where, according to Burr L. Robbins, General's president, "he has been outstandingly successful in creating new business and attracting key national and local advertising into the outdoor medium." Clark, a natty dresser and an extrovert, has been in advertising all his life. Before he joined General Outdoor he was v-p and general sales manager of National Transit Ads, Chicago. His first sales job was with the Chicago Herald, where he sold classified advertising. He and his wife Helen are inveterate golfers, members of the Edgewater Golf Club. Their only child, a daughter, is married . . . General Outdoor now operates in 1,700 cities and towns through 59 branch offices in the U.S. and Canada. Recently the company expanded into Mexico, where the natives love colorful outdoor advertising.

At Poughkeepsie: Vassar and Cough Drops

The two rivals for longevity at the bustling Hudson River city of Poughkeepsie are Vassar College and Smith Brothers, Inc. Smith is 112 years old and, on the surface, might seem as quaint as its age. (The company still embellishes its cough drop boxes with likenesses of the founders . . . Who doesn't know them as "Trade" and "Mark"?) But that's surface coloration. Smith is diversifying in a twentieth century way. And to augment its plans, the venerable company has named **Robert L. Wolpert** as national sales manager. Wolpert formerly was with the Bureau of Advertising of the American Newspaper Publishers' Assn., as national manager of chain store sales . . . Smith is busily test marketing (in four cities) its newest product, a cough concentrate—a syrup. The product is not being distributed at the moment, will be sold nationally, and will be packaged in a break-proof bottle. Major sales efforts are now being concentrated on the company's smoker's drops (the product's about a year old) which are not, says Smith president, Robert N. Hustis, cough drops. Smith is attempting to get distribution at tobacco outlets . . . Bob Wolpert is a New Jersey native, a Rutgers graduate. He is married, has two children.



Britannica's Cole: Finally, a Vacation

"A good Britannica salesman," says **G. (for Gilbert) Clay Cole**—new senior v-p of sales for Encyclopaedia Britannica—"is one who is either on his way to a prospect or just returning from one." Cole joined Britannica in 1951, after a sales career that had encompassed everything from tinted copies of "The Last Supper," Bibles and crystal set radios to being national sales manager of Crowell-Collier. He began his career as a salesman for Crowell at the age of 17 in Baltimore. In his second month with the company he was the fourth most productive salesman, reckoned by sales and earnings. He stayed with that company from 1927 until 1951. Then he moved on to Britannica, first as a whiz-bang salesman, later district manager, then national sales trainer. In '53 he be-

came national sales manager. He had charge, in the latter job, of sales activities, supervised increase of sales offices nationally from 50 to 192, saw a 300% increase in sales during a 5-year period. (The company's most recent annual sales gross: \$60 million.) There are now well over 1,500 EB salesmen. But Cole has overall jurisdiction not only of EB sales but Great Books of the Western World, as well (there are about 500 salesmen in this group). Cole is an avid art collector, owns an elaborate stereo Hi-Fi setup and is, according to a friend, "the best interior decorator in Chicago." He designed his own office. Early this year he took his first real vacation since joining EB. But he did it in the grand Cole manner: He and his wife covered five European countries.



TOP

?
WHO
IS
ON

WHOLESALEERS say "Hardware Retailer" because . . .

"It's preferred and read by most retailers" . . . 4 to 1.

"Offers greatest possible impact" . . . 2 to 1.

"It's the leader in the hardware field" . . . 2 to 1.

"Basic guide to the field."

"First news of NRHA activity."

Facts from national survey by independent Market Research Bureau.



MAKE HARDWARE RETAILER YOUR BASIC TRADE CHOICE

How to Beat Imports

One way of meeting foreign competition . . . Makers of hand garden tools have tired of turning the other cheek while German and Japanese firms digested almost 50% of their domestic markets. Several companies are out to beat overseas competitors at their own game—fair quality products, low-low prices.

Here's the punch line: To awaken customers to the fact that they now have products that compete with imports on a price-quality basis, several companies are advertising new lines as "specifically designed and made to meet and beat imports." At same time, they are keeping their higher-price quality lines.

Now turning out new low-price product lines using different grade steel and chrome are Union Fork & Hoe, O. Ames Co., True-Temper Corp., makers of forks, rakes, shovels, etc. They are stressing plant automation and greater worker productivity to offset low labor costs abroad. Good bet this solution, if successful here, could spread to other product areas.

Food Firms under Fire

Food distribution practices are on the hot seat. Under scrutiny: Price fixing, price wars, price spreads, co-op advertising, monopoly, co-op buying, private brands, need for divorcing retailing and manufacturing, shelf-space decisions. These, many other food distribution practices, particularly on West Coast, are undergoing a stepped-up probe by a House Small Business Subcommittee headed by Rep. James Roosevelt (Dem.-Cal.) The subcommittee is out to learn why certain practices exist in the food field, what laws are needed.

More than ever, the Federal Trade Commission is getting into the act. It's now carrying on 125 investigations in the food industry; 16 involve large food chains. FTC's Chairman Earl Kintner even made a point of publicly warning food chains that many of their practices are being eyed—particularly in regard to compliance with anti-trust laws.

Studying the Buyer

"What makes a professional buyer buy" is now being investigated in force by motivational researchers in the hire of marketers of industrial as well as consumer goods. Dow Chemical is among the latest to employ this marketing tool. While reluctant to publicize results of a major motivational study of industrial purchasers, Dow does admit reaching some firm conclusions, hopes to set these to tune of increased sales.

Other companies, ad agencies, marketing consultants, even colleges, are jumping into the swim. Motivational research studies have been done by Fuller & Smith & Ross on electric utility buyers; by Weiss Advertising on consumer goods purchasers; by Dr. Robert Shoaf of New York University on industrial buying; by University of Western Ontario, etc., etc. You can look for a lot more in the near future.

Meeting the Consumer

Ever think of making your product in a department store? . . . W. R. Grace's Polymer Chemicals Division, maker of a high-density polyethylene, seldom has contact with consumers. But, when invited to learn how consumers behave in the marketplace, Grace spent a month making plastic mixing bowls at Macy's. Housewives gaped at a 7-1/2-ton injection molding machine in action, bought newly made bowls on the spot. Results: Besides complete sellout of 50,000 bowls, Macy's sales of all plastic housewares were double that of same period last year.

Grace's reaction, as told to us by a marketing official: "Very worthwhile, but expensive . . . reasonably sure we'll do it again . . . have offers from many stores across country."

Why Diversify?

Another step on the diversification route is taken by General Mills. The company, which already makes (besides flour and cereals) nuclear handling equipment, computers for missiles, fire-control systems for jet bombers, now buys Magnaflux Corp., Chicago-based electronic testing firm . . . Wisdom of well-planned diversifying: National Distillers now realizes 45% of its earnings from its chemical business, only nine years old.

Melt-away Package

Plastic that melts in water is not just a packaging gimmick. These water-soluble films can become valuable marketing aids. They're opening up new packaging possibilities for makers of soaps, detergents, bleaches, chemicals, fungicides, insecticides, petroleum products, many others. Someday, even in the food field: instant coffee, tea, frozen foods, etc.

Early user of melt-in-water plastic is Techno-Economic Services. Its "Toss" home laundry detergent is put up in packets of polyvinyl alcohol film. The housewife just tosses a packet into her washer; no measuring, no waste, no mess . . . Other pluses for this new package: It resists oil and grease; prevents contact with toxic materials; takes less shelf space; makes attractive rack displays . . . Don't overlook: Products shipped as liquids can now be sold in powder form, such as bleaches, chemicals, for consumer and industrial use . . . One warning: Don't get the package wet en route.

Major makers of water-soluble films are Reynolds Metals, Dow Chemical. Reynolds tells us it claims the lead on basis of "further progress in developing machines to handle this new packaging—the key factor to widespread adoption."

Going to the Stockholder

Closed-circuit TV can make more stockholders salesmen-without-pay. Many companies, especially big makers of consumer goods, have long wooed stockholders. Now closed-circuit TV makes the job easier, reaches unprecedented numbers of stockholders . . . General Mills recently brought its annual meeting to 4,000 shareholders in seven cities—took them on plant tours, answered questions, all via this medium. That's getting your message to more people who will really go out and sell for you.

nothing dishes up sales like

AWHERENESS



...and nothing builds AWHERENESS like the Yellow Pages

From Dishwashers to Draperies—across the nation or in your neighborhood—whatever you sell, wherever it's sold, you'll sell more when you make prospects aware of your wares, and *where* to find them. That's how a program of AWHERENESS in the Yellow Pages can build business for you.

The manufacturer of brand-name products finds Trade Mark Service in the Yellow Pages

tells prospects where to find his local outlets. Local businessmen advertise in the Yellow Pages to tell their community where to find the products and services they offer.

You will find that a custom-created program of AWHERENESS for your business is easy and inexpensive to build. To get started, simply call the Yellow Pages man at your Bell telephone business office today.



The advertising medium that tells people where to find your local outlets!

Small size Angel Face—now selling at top rates in molded plastic packaging, created and produced by Augusta Plastics Inc., Bronx, N. Y., is displayed here by Mr. Warren Dubin, Brand Manager (right) and Mr. Ralph Schusler, Asst. Purchasing Manager of Chesebrough-Pond's Inc.



Chesebrough-Pond's Inc.

to

Augusta Plastics

"What happened when we changed to molded plastic packaging? In food stores alone, today, Pond's Angel Face outsells all other brands combined, 4 to 1!"

"Back in 1953, Angel Face sales had apparently hit a sales plateau. What to do? We decided to try molded plastic packages—without increasing our packaging costs—as a sales booster.

"Molded packaging provided the solution. It cost no more than the previous package. Its rigidity was a decided advantage in packing, shipment, and display. And molded packaging effectively lent itself to color and design. We were the first in our field with the slip lid feature—just as we had been first with the product itself and later with the hinged compact.

"Results? Sales of Angel Face powder and foundation-in-one climbed to new peaks. And every year since, sales have continued to increase! Today, in food stores alone, Angel Face outsells all other brands combined, 4 to 1. (By the way, we proved by selling comparison tests under actual store conditions that the primary sales booster for our product was the molded package!)"

Can molded packaging contribute to improved sales for your product, as it has for hundreds of alert marketers? The Molded Package Evaluator can help you find out in little time with no obligation. Write today for your copy.

Monsanto supplies a large variety of Lustrex® styrene molding compounds to America's leading molders of plastic packaging.



*LUSTREX: REG. U. S. PAT. OFF.

Send for free copy of "THE MOLDED PACKAGE EVALUATOR"

MONSANTO CHEMICAL COMPANY
Plastics Division, Dept. 1141, Springfield 2, Mass.

Please send me free copy of "THE MOLDED PACKAGE EVALUATOR."

Name _____ Title _____

Company _____

Address _____

City _____ State _____



THE MEN WHO FIT THE TITLE

DYNAMARKETER

What Makes a Dynamarketer?

By LAWRENCE M. HUGHES
Senior Editor

Dynamarketing does not spring from homogenized compromises by committees in gray-flannel suits.

Dynamarketing **does** assert individual leadership.

It calls for personal enterprise and creativity, personal decision and action, personal risk and responsibility.

To a far greater degree than in companies that are simply "managed," it can bring personal recognition and rewards.

But this also involves an ability to take the rap—personally.

A dynamarketer is a man on the make. His company is a pusher-up which he, at least, believes is a comer. But as long as he is its leader, it can never fully "arrive."

He is concerned less with size than with growth. And he forgets yesterday's progress, to concentrate on tomorrow's potentials.

A dynamarketer is a man with drive. He can make things inconvenient and even unpleasant for his shareholders and directors, his managers, his factory and field forces, suppliers and dealers. But he knows how to plan and organize—and especially to stimulate and sell them.

He himself may be driven by his own big ego. Sometimes he is a megalomaniac, with lust for power. Often he is an iconoclast—a dynamiter before he becomes a dynamaker. He squirms under the status quo, and never stops changing it.

He may have a sense of Mission. Privately, he may think he has both the vision of a saint and the courage of a martyr. But some of his policies can be less than saintly, and if anyone gets martyred it should be a competitor.

Possibly he founded the outfit, or started with it as a grease-monkey or a sample-case carrier in Saginaw.

On the other hand, he may have gone to Wharton or Harvard business school.

But he didn't learn leadership there. . .

SM's series on Dynamarkers will include few of the men who sit in the top seat of the 36 manufacturing companies with more than \$1-billion sales.

Surely these men are not nonentities. But outside their own industries, nearly all of them are largely unknown.

Though U.S. Steel's chairman has been on a lot of front pages of late, how many readers can name him? And who, for example, is the present president of General Motors or General Electric, Union Carbide or United Aircraft, American Can or Socony Mobil?

Only 13 of the 36 corporations even bear their founders' names. And even among most of these little is left of their blood and continuity. Donald Douglas still makes and sells airplanes at Santa Monica. Three third-generation Fords are busy at Dearborn. Several Firestones are stirring in Akron. And after 156 years, Eleuthère DuPont's multitudinous spawn (in-laws included) still manage to make more money on sales than any other large manufacturer.

Dynamarketer Dissected

After a proving lead off—Romney, Lachner and Cole—the Dynamarketer parade halts briefly while "Mike" Hughes delves into some of the earmarks, eccentricities and egocentricities that combine variously to make up this fierce and rather rare genus of leadership.

A Firestone or a DuPont might be a dynamarketer.

A better bet would be the second-generation Tom Watson, who is really dynamarketing IBM.

P&G, against all comers, manages to stay dynamic, too.

The four "aviation" outfits among the big 36 are creative. But their future rests largely on the current temperature of the cold (or hot) war and of one big customer—Uncle Sam. The ten big oil refiners will grow—but mainly with every new wheel that rolls on the highways. While National Dairy and General Foods would help to fill all the new little stomachs, Swift and Armour of late have failed to keep up with population growth.

U. S. Steel and American Can started out as "monopolies" and have been getting a smaller share of their expanding market ever since.

Many big manufacturers, in fact, have become simply broad sources, with a semi-public utility status. They compete, and sometimes they dominate, on the strength of their size.

Usually, they leave the risks of pioneering and crusading to smaller rivals.

Merger-making is not dynamarketing—unless something more than sum-of-parts is added. Winners of control are not necessarily creators, or usually constructive contributors. Many are simply manipulators. And though all dynamarkers are gamblers, very few gamblers ever get beyond bare balance sheets.

Even if the SEC lets him loose, Alexander Guterma, for example, cannot be called a dynamarketer. Neither can Hunt Foods' Norton Simon, nor Leopold Silberstein nor Louis E. Wolfson—still with Merritt-Chapman & Scott, and formerly in control of American Motors.

Wolfson's loss of AMC control gave President George Romney full sway to become a dynamarketer. Probably, Sewell Avery's heir, John Barr, has done more to dynamize Montgomery Ward than could Wolfson—even if he had won that historic battle.

SM's series, however, will not deal with retailers or investment houses. But, in this connection, it may be worth noting that, with a strong assist from management

Gifts—by mail

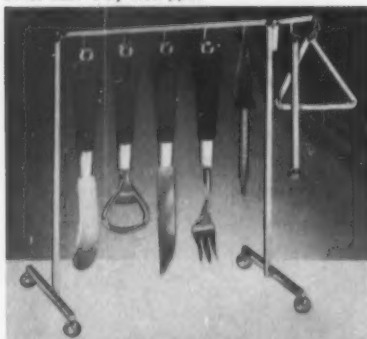
ROMAN COIN CUFF LINKS



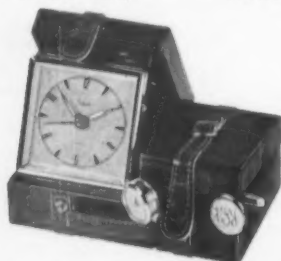
ROMAN COIN CUFF LINKS. These are genuine antique Roman Coins, as used by Caesar's Legions. Struck off by hand 1600 to 2000 years ago. Beautifully mounted as links, they make collector's items for men or women. Comes in a fine leather pouch, with a card giving the date of origin. In Roman bronze 7.98 set; silver finished with sterling backs 10.98. (Single coin as tie clip: bronze 3.98; silver 5.98.) All ppd.



COIN PILL BOX. Finally, a real man's pill box (and conversation piece). Handsomely done as authentic replica of French Napoleon coin. Hand polished, in either antique gold or silver finish. Half dollar size. Only 5.50 ppd.



BAR NEEDS—Portable and complete—for home or office. Gleaming brass frame holds all—including eyedropper for "very dry" martinis; cymbal & hammer to call in the thirsty\$11.98 ppd.



IF HE TRAVELS—This compact (4 1/4 x 3 x 1 1/2 inches) pigskin leather Swiss travel alarm and jewelry case combination is for him (or her!). A precision time-keeper in a beautifully leather lined case.

ppd. 16.95

All watches shown come with year's guarantee. Each item handsomely gift boxed.

QUANTITY DISCOUNTS: 4-9, less 10%. 10-19, less 15%. 20 and over, less 20%.

by MAIL ORDER ONLY:
THE NASSAU CO.

Importers
200 West 34th Street, New York 1, N. Y.
MEMBER DINERS CLUB

THE MEN WHO FIT THE TITLE (continued)

DYNAMARKETER

consultant Ted Braun, the late Charlie Merrill's mergers of Merrill, Lynch, Pierce and 80 other characters down at 70 Pine St., put together more than a pile of zeros. The "something new" added in this instance was to turn the firm into the A&P of investment, for a half-million little customers.

The late Robert R. Young had some strong earmarks of a dynamarketer. He was a "gadfly"—with a purpose. His purpose was bigger than his abilities. But to the rusting railroad industry he brought refreshing change and even a measure of progress.

The pursuit of a single purpose, however, may be carried too far. A dynamarketer should be flexible enough both to ride the current punches and to forsake a lost cause. I once advised Bob Young: "If I had your brains, I'd bet on something with a future—such as aviation."

► All dynamarketers make bloopers. But some learn from them. Henry J. Kaiser, at 77, finally has got around to learning "merchandising." . . . One can think of a dozen errors that might have wrecked a smaller man. But at last count the Kaiser companies were selling about \$1 billion.

Wide-expanding Burlington Industries in 1958 made \$5 million less profit on \$136 million more sales than in 1955. In this period American Machine & Foundry, also widely diversified, more than doubled profit on 60% more sales. (This year AMF will nearly double profits on about one-third more sales, again.)

Among other things, Morehead Patterson probably was a better product-picker and -marketer. Those automatic bowling pin setters helped.

As two Irishmen can testify, dynamarketing is being done even in such a solid, stolid industry as food.

In his creative and acquisitive efforts to become Mr. Food Industry, Corn Products' William T. Brady has expanded sales somewhat faster than profits. But even before blending Best Foods into the setup, he could report 6.9% on sales for 1958.

Among the biggest (\$450-million-or-more sales) broad-line food processors, Corn Products' ratio is half again better than that of General Foods; twice (or more) that of National Dairy, Ralston Purina, General Mills, Standard Brands or Borden.

In profitable food dynamarketing, only William Beverly (Bev) Murphy of Campbell Soup, with 6.3% in sales,

can approach Brady. While maintaining prices in this inflationary period, Campbell still earns twice as much per sales dollar as do its direct rivals, Heinz and Calpak. Campbell has learned how to control costs, without sacrificing quality.

While acquiring some new products, Campbell also has created more of them.

Over the years a number of creative marketers have come to personify their industries. Long ago Ford meant motor cars and Eastman, cameras. But pioneers still symbolize—and humanize. Dan Gerber is Mr. Baby Foods (with 47% of this industry). Harold Boeschstein is Mr. Fiberglas (Owens-Corning's spelling). William L. McKnight of 3 M Co. has long been Mr. Tape (from Scotch brand to video).

Schenley's Lewis Rosenstiel would like to become Mr. Bourbon. Others may dispute this, but there's little doubt that John Martin of Heublein has installed himself as Mr. Vodka.

Salvatore Giordano of Fedders fights to become Mr. Heat Pump.

Conrad Hilton strives, harder than ever (the Department of Justice permitting), to stand as Mr. Hostelery. (He controls inns as well as hotels.) Howard Johnson is Mr. Eat-by-the-Road. And Dwane L. Wallace of Wichita, president of Cessna, has become Mr. Private Plane.

► Charles Revson of Revlon may arrive, any time now, as Mr. Female Beauty, and for the moment at least Lewis (Bud) Gruber of Lorillard (nearly trebling sales and sextupling earnings in two years) surely must be Mr. Filter Tip.

But "uneasy lies the head," etc. These dynamarketers may continue to shine. Or they may be sitting ducks.

The metaphors may be scrambled. But so are life and standings in a free-enterprise economy. Dynamarketing is not a private fight. Others can get in—and do.

I used to think of American's C. R. Smith and "Pat" Patterson of United and Eastern's Eddie Rickenbacker as Messrs. Commercial Aviation. But now comes a character named Bob Six of Continental Air Lines, Denver (who prefers not to be known as Mr. Ethel Merman) to further divide my loyalty. I forget his slogan. But the gist of it is: "Get in the air—then pay your fare."

Ideas have a lot to do with dynamarketing, too. ♦

A FIRST IN MAGAZINE HISTORY...

... an ad
that talks
and sings!

Remington's "Music To Shave By"—the first Hi-Fi recording ever included in a national magazine—In the December 8th issue of Look Magazine, Remington will double the impact of its written advertisement by utilizing Auravision—Columbia's unique process for reproducing quality recordings on the printed page.

Auravision is the exciting new concept in print advertising. It literally gives voice to your ads, makes them talk, sing, and sell your product or service for you with an impact never before achieved in magazines. And magazine advertising is just one of the countless ways in which you can put Auravision to work for you. It's ideal for direct mail, package inserts and contests, too!



GIFT MEN

BEARD AND SKIN

Different men have different shaving problems and preferences. The Remington Roll-A-Matic solves them all! Here's why. Only the Roll-A-Matic has "Roller Combs," which he himself adjusts to his particular beard and skin. For Christmas get him a Remington Roll A Matic (or the Remington Auto Home). Either is bound to please, for Remington sells almost as many shavers as the next two leading brands combined! Get her the gentle Remington Princess. Ends nicks, cuts and scratches forever!



Presenting Bing Crosby • Rosemary Clooney • Louis Armstrong • The Hi-Lo's!
in their rollicking new
ROLL-A-MATIC RECORDING



TO PLAY
YEAR ROUND
THIS LINE

START
HERE
PLAY RECORD
AT HOME

P. S. Watch "Cinephone," America's #1 TV show, presented by Remington, America's #1 shaver.

ROLL-A-MATIC® SHAVERS

A PRODUCT OF REMINGTON RAZOR ELECTRIC, BRIDGE PLAZA, BRIDGE PLAZA, BRIDGE PLAZA

Why not try Auravision
for your next promotional message or
premium? Write for a brochure and
an advanced copy of the
Remington "Page of Sound."

AURAVISION, EXCLUSIVELY BY

COLUMBIA  **TRANSCRIPTIONS**

© "Columbia" ® Marks Reg. "CBS" T.M. A department of Columbia Records
A division of Columbia Broadcasting System, Inc.

New York, 799 Seventh Avenue, Circle 5-7300. **Chicago**, 630 North McClurg Court,
Whitehall 4-6000. **Hollywood**, 8723 Alden Drive, Olympia 6-1020.

COLUMBIA TRANSCRIPTIONS, 799 SEVENTH AVENUE, NEW YORK 10, N. Y.

Gentlemen:

Please send me free of charge an advanced copy of the
Remington Auravision Recording pictured on this page.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

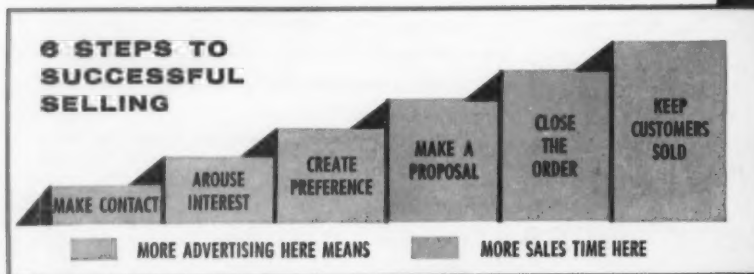
"BUSINESS PUBLICATION ADVERTISING HELPS US GROW FASTER THAN OUR INDUSTRY"

"The most important function of advertising in our marketing plan is to inform present and potential markets of our developments," states Heman R. Powers, Executive Vice President of Nalco Chemical Company. "Advertising in the leading business publications allows us to cover our markets quickly and economically . . . speeds our getting product data and samples into the field. Business publication advertising is a key factor that has helped us to grow faster than the average for the chemical industry."

IF WHAT YOU MAKE OR SELL is bought by business or industry, you can "mechanize" your selling through *consistent* advertising. You'll cover markets faster and more thoroughly . . . inform the greatest number of prime prospects of your developments with maximum economy. More than a million key businessmen pay to read McGraw-Hill publications. By *concentrating* your advertising in the McGraw-Hill magazines serving your major markets, you will give your salesmen more time to make specific proposals and close sales.



McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.





Mr. Powers tours Nalco's Plant #1 in Chicago with Donald Blake (right), Plant Manager.

THE SCRATCH PAD



BY T. HARRY THOMPSON

The date reminds me: A year from now, the Great American Quadrennial Circus will be behind us. We have survived these political shenanigans before and will do so again. In the meantime, *carpe diem!*

"My Brother Was an Only Child"—title of a zany book by gag-writer Jack Douglas.

Slogan for the new Sunbeam electric shaver: "Fit to be tried."

"Prepare for the Gathering Swarm," said Dickie-Raymond brightly for Cuticura Liquid during the bug-bite season recently past.

Never underestimate the power of a 7-to-1 Martini, either!

I never knew Frank Irving Fletcher, English-born free lance, but much has been written of his methods. They say he used a different-colored writing pad for each client. Seemed to trigger the proper creative mood.

Like a bat or a barn owl, he preferred working at night when all but milkmen, night watchmen, Charlie Weaver and Jack Paar are asleep. Were these customs mere affectations to get him talked about? I wouldn't like to say.

But I think he made more out of free-lance writing than anybody else in the craft during his make-hay day. He is quoted as saying something I agree with wholeheartedly: "Those who decry cleverness in copy are they who are incompetent to produce it."

Birthday greeting, male:
Here's MY birthday feeling:
You're very long dead.
Let them all hit the ceiling;
Go paint the town red!

When the Model T Ford was at the height of its popularity, and was affectionately known as the Tin Lizzie, someone wrote an ingenious parody in Kiplingesque style: "You're a better car than I, Hunka Tin."

In the All Florida-TV Week magazine, I read about an actor who

watered his garden with whiskey because he wanted stewed tomatoes.

Honeymoon: The morning after the knot before.—Jerry Lewis.

Sgt. Bilko cracked that sad-sack Doberman was so fat you had to take a group picture of him.

Comic Milt Kamen charaded this one neatly on Pantomime Quiz: "The case of the egg in the monastery, or

out of the frying-pan into the friar."

There is no greater folly or fallacy in marketing than to think a good slogan may be created to order. Copy-chiefs send memoranda to their staffs saying that So-and-so is looking for a good slogan, and please hand your suggestions to Miss Whosis not later than Thursday afternoon.

If a creative writer comes up with a really good slogan for a command performance, with a deadline already set for that performance, then I have copy-chiefs in the wrong agencies. I consider it the sheerest of accidents when a pat slogan is born under pressure. There must be an unspecified period of gestation, in my experience. The slogan will come, or it won't, and no man knows the hour.

At year's end, take your pen in hand and write a line or two, to someone who would think it grand to have a word from you.

The Economy of Words

The redoubtable Teddy Roosevelt was an advocate of simplified spelling. When he was defeated on the Bull Moose ticket, the old New York World had a one-word editorial on the famous T.R.: "Thru."

For sheer economy of words, it is doubtful if that may be topped.

Among the most sparing users of words are the sloganeers and those who write copy for outdoor advertising, where people generally read as they run.

They put a quart of meaning into a pint of words. For them, compression is part of their basic training. If they were in Congress, filibustering would die a natural death.

Calvin Coolidge was an exemplar of what the French call "precis" writing. He was not only economical with words but economical with the taxpayer's money.

What am I getting at? Just this:

In advertising and selling, there is no room for windbags. As in the unwritten law of public speaking, we should say what we have to say and sit down. Or sign off, in the case of writing.

Good salesmen, on the hoof or behind a typewriter, don't yack like a disc jockey, with no pauses for breath. They give the prospect a chance to talk.

What is so rare as a day in June? A good listener. Often, we don't hear what the other fellow is saying because we are already framing our next sentence, and sharpening it to a wedge so we can get it in.

Speaking of the economy of words, I think I said what I had in mind, so I'll sign off.

T.H.T.



Cost 2-mil film from regular production run using PETROTHENE 239-27, printed in Neo gravure in six colors.

Yes, it's polyethylene

When you add brilliant printability to the clarity, toughness, and other well-known advantages of polyethylene, you can offer your customers a packaging material that will work as a powerful merchandising tool for their products. Polyethylene film can be economically printed with clear, bright colors at high speeds and with sharp registration and good ink adhesion. Packages can be formed on automatic machinery — sealed by heat-sealing or with adhesives.

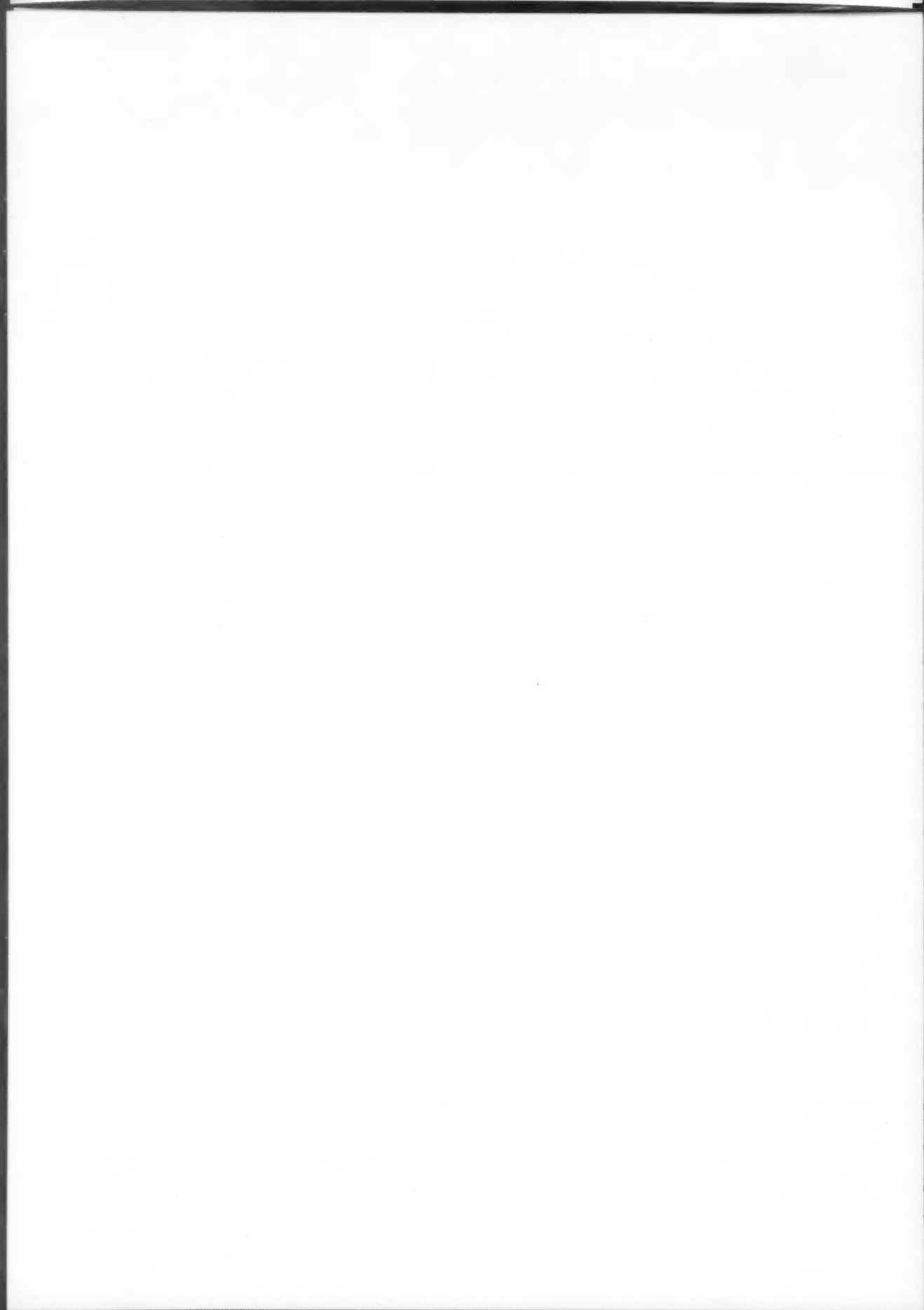
Opens New Packaging Film Markets

With package designs that combine sparkling, multi-colored printing with polyethylene film's clarity, you can open up new packaging and merchandising opportunities for your customers. Printed film is now being used for dry-cleaner garment bags, produce packaging, soft goods overwrap, dairy and meat packaging, laundered shirt packaging, and many other applications where visibility, eye-catching color, and protection can be combined in a single package to give maximum sales appeal to the product.

In supplying film for this growing market, keep in mind the special advantages of U.S.I. PETROTHENE® polyethylene resins: excellent drawdown properties... superior toughness/clarity ratio in finished film... wide selection of resins ideally suited for clear or printed packaging film. Contact your nearest U.S.I. sales office for information.

U.S.I. is helping to expand your polyethylene film market with ads, similar to this one, addressed to the produce, food, dry-cleaning, and other package-using industries. These ads are designed to pre-sell your potential customers on the sales appeal and other advantages of polyethylene film packaging. To receive reprints of this advertising as it appears, write:

U.S.I. INDUSTRIAL CHEMICALS CO.
 Division of National Distillers and Chemical Corp.
 99 Park Ave., New York 16, N.Y.
 Branches in principal cities



Why 'Hush Puppies' Bark So Loudly

This new casual shoe was put over fast because Wolverine Shoe had the right marketing formula: Right product, name, timing, price, merchandising, advertising and promotion, and sales techniques.

By JAMES G. PLUNKETT
Senior Associate Editor

A thousand shoe companies in the U.S. are taking a marketing lesson from a long-established maker of work shoes, Wolverine Shoe & Tanning Corp. After 57 years of selling nothing but work shoes, Wolverine is now hitting a new stride with Hush Puppies, a new line of casual shoes for men and boys.

Today, just 18 months after the first pair of Hush Puppies was sold, orders are pouring into Wolverine's headquarters at Rockford, Mich., at the rate of better than 50,000 pairs a week. True, this is just a drop in the bucket—not even 1% of the 600 million pairs of shoes that will be sold in the U.S. this year. But Hush Puppies are carving out an ever larger chunk of the casual shoe business because Wolverine's sound marketing formula combines elements that add up to a successful new product:

- The product—a casual shoe, made of pigskin. It repels water and dirt; can be brushed clean with a wire brush. It's sold in 11 colors, more than 50 styles to suit every taste.

- The name—catchy, easy to promote, and copyrighted.

- Timing—right when Americans value their leisure more than ever, with a growing emphasis on casual living and dressing.

- Price—competitive and popular, at \$8.95 and \$9.95.

- Merchandising—through a leading department store, men's store and shoe store in each trading area in the country. Wolverine maintains minimum retail prices; refuses to make further deliveries if prices are cut; guarantees a high profit to retailers.

- Advertising and promotion—Wolverine, specializing in four seasonal promotions, now ranks as the second heaviest advertiser in the entire men's

shoe field. Wolverine's colorful ad campaign probably contributed more than any other single factor to Hush Puppies' overnight success.

- Sales techniques—Wolverine salesmen concentrate on selling big stocks to store buyers for seasonal promotions; and on working with store clerks, showing them how to sell Hush Puppies.

The innovator of Hush Puppies is James G. Muir, Wolverine's vice president in charge of sales. He conceived the idea for the shoe as well as its unusual name—and has decided on virtually every element in the marketing formula for Hush Puppies.

The success of Hush Puppies, says

Muir, is the direct result of a management team effort. He credits Victor W. Krause for his foresight in developing the firm's own machine for skinning pigs. In spite of what seemed insurmountable obstacles at times, "Mr. Vic" kept the entire management team—including Wolverine's President Adolph K. Krause and Vice President Gordon Krause—zeroed in on the "pigskin target."

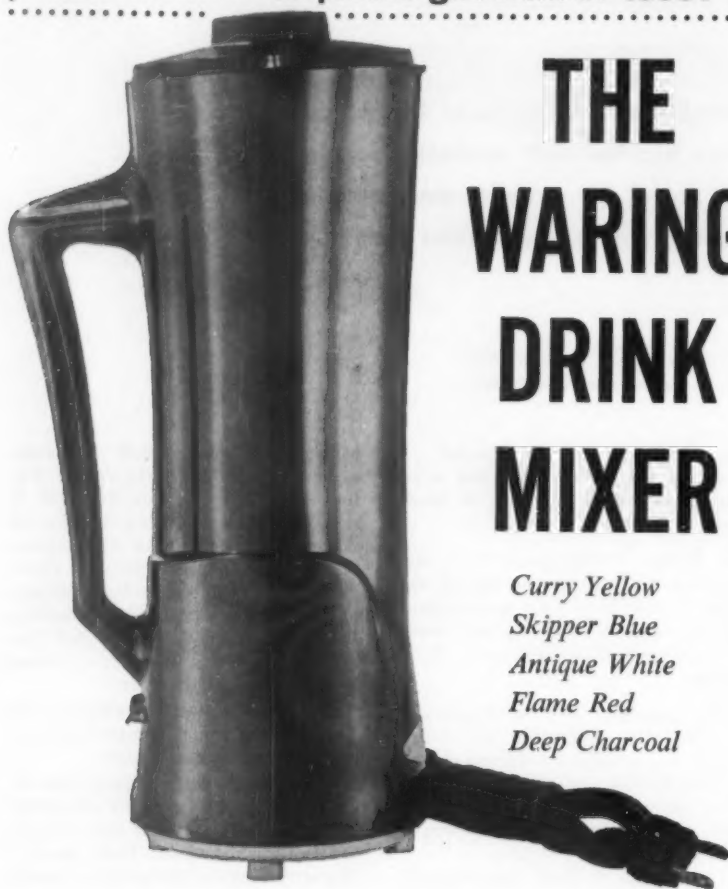
Let's analyze the marketing formula that Wolverine management used successfully on Hush Puppies:

Product . . . Hush Puppies are unusual, from the consumer's viewpoint, because they repel water and dirt, and can be brushed clean. These unusual characteristics are obtained by tanning



50,000 PAIRS OF HUSH PUPPIES are being sold every week, only 18 months after this casual shoe was first put on the market by a work-shoe manufacturer.

The HOTTEST corporate gift item of 1959!



THE WARING DRINK MIXER

*Curry Yellow
Skipper Blue
Antique White
Flame Red
Deep Charcoal*

IT'S NEW: It's new in concept . . . new in style . . . new in versatility . . . new in excitement. It's positively the newest, most practical gift item in years.

IT'S EXCLUSIVE: It's the only completely portable electric mixer-server on the market. No competition. As a gift, it won't duplicate anything now owned nor previously received.

IT'S A FAMOUS BRAND—NATIONALLY ADVERTISED: Made by Waring, manufacturers of the famous Waring Blendor, it will have instantaneous recognition and acceptance. Desire-to-own is being whetted by full-color ads in 35 Sunday magazine sections of leading newspapers.

IT'S FINEST QUALITY: Like all Waring products, the Drink Mixer will sell itself again and again through years of trouble-free use. Made of virtually unbreakable Durez polyester. Powerful AC/DC built-in motor whirls at 15,000 rpm. Detachable cord. Washes itself. It's a gift that gets "thank you's" for years.

IT'S A MAN'S (or woman's) GIFT THE WHOLE FAMILY WILL LOVE: Designed primarily as a cocktail and drink mixer, it's grab-

bed by the kids for mixing sodas and malteds, and by mom for pancakes, waffles, omelettes, soups and dressings. Perfect for giving frozen orange juice an aerated "fresh" flavor. Used in living room, family room, patio and kitchen.

IT'S PRICED RIGHT FOR VOLUME GIVING: \$24.95 is the nationally advertised list price. Special quantity situations: quotations on request. (Think of it—this high-style NEW portable electric mixer-server for the price of two bottles of good liquor!)

ORDER NOW . . . FOR DELIVERY WHEN YOU WANT THEM: Ideal for incentive programs, seasonal promotions, and Christmas gifts. We urge you to order NOW so we can guarantee delivery in the colors you want. Individually boxed. Any color mix.

To request a salesman's call, or to order your Waring Drink Mixer, one or many, call Marketing Manager in New York at BRyant 9-1082—or write

WARING PRODUCTS CORPORATION
25 West 43rd Street, New York 36, N. Y.
A Subsidiary of Dynamics Corporation of America

American pigskin with a compound of fluorine, making it one of the toughest of leathers. The resulting leather can be finished in a variety of brilliant colors.

(The special method of tanning the pigskin to make it repel water and dirt was developed by Minnesota Mining & Manufacturing Co. in Wolverine's laboratories. It is called the Scotchgard process and is commercially available.)

Wolverine obviously has a fine tanned pigskin. Some 150 makers of women's shoes buy this product from the company, generally without the costly fluorine treatment. Muir notes that Wolverine has a virtually unlimited source of top-quality raw pigskin because it developed its own machine for skinning pigs. The firm spent \$2 million developing the machine, then produced a number of them to be loaned to meat packing companies. Wolverine buys from these packers all the top-quality pigskin it can use.

► The name . . . Jim Muir tells this story about Hush Puppies. Traveling in the South, he ate alone one evening in a small cafeteria, pondering over a long list of possible names for the new casual shoe he was planning to introduce. While munching on fried catfish and hushpuppies, he couldn't resist putting "Hush Puppies" at the bottom of the list: "Hush Puppies—they quiet your barking dogs!"

Back at company headquarters, the name didn't sound so corny. By then, Muir realized that he had it. Public response proved him right.

Timing . . . No one has to be told that the timing was right for a casual shoe. With the increasing trend to leisure living, Americans are turning more to recreation, casual living, and casual attire.

Hush Puppies take full advantage of the leisure trend. They are casual, colorful, comfortable, yet easy to keep presentable.

Price . . . Hush Puppies are competitively priced at \$8.95 and \$9.95. Claims Muir: "This is the most popular retail price range in men's footwear."

Equally important, Hush Puppies are priced to guarantee the retailer a minimum profit margin ranging from 45 to 50%.

Merchandising . . . When Wolverine went on the market with Hush Puppies, Muir had to open up popular channels of distribution. Wolverine's line of work shoes had been sold largely through work clothing outlets.

With his field force of 56 salesmen, Muir concentrated on selling a major department store in every market. The



"But Mr. Weever—the New York News has to be our base! You can't laugh off 2,200,000 exclusive adult readers...and 65% of them are in the \$5,000 and over bracket."

Now,
for the first time,
reach more than
500,000*
Michigan families
with just ONE
Detroit daily newspaper
(NATION'S FIFTH MARKET)
-the friendly Free Press
...only morning paper
in Michigan!



500,000 daily circulation—latest quarter (July-August-September) of the ABC Publisher's Statement for the six months ending Sept. 30, 1959, as filed with the Audit Bureau of Circulations, subject to audit.



NATIONAL REPRESENTATIVES: Story, Brooks & Finley RETAIL REPRESENTATIVE: George Molloy, New York

job was completed in a year, and now, as much as 50% of all men's shoes sold in some department stores are Hush Puppies. Next, he aimed at a leading men's store and a major shoe store in each market.

Because Wolverine has tight control of the pigskin market (it's the only shoe-maker with a source of U.S. pigskin, says Muir), the company is able to maintain a minimum retail price on Hush Puppies. Muir asserts that Wolverine will not make further deliveries to any retailer who does not stick to the specified minimum price tag. This policy protects the retailer's profits, assures him that he will not be undersold by the competition.

Advertising and promotion . . . Although Muir doesn't disclose Hush Puppies' ad budget, it ranks the company as the second largest advertiser in the men's shoe field.

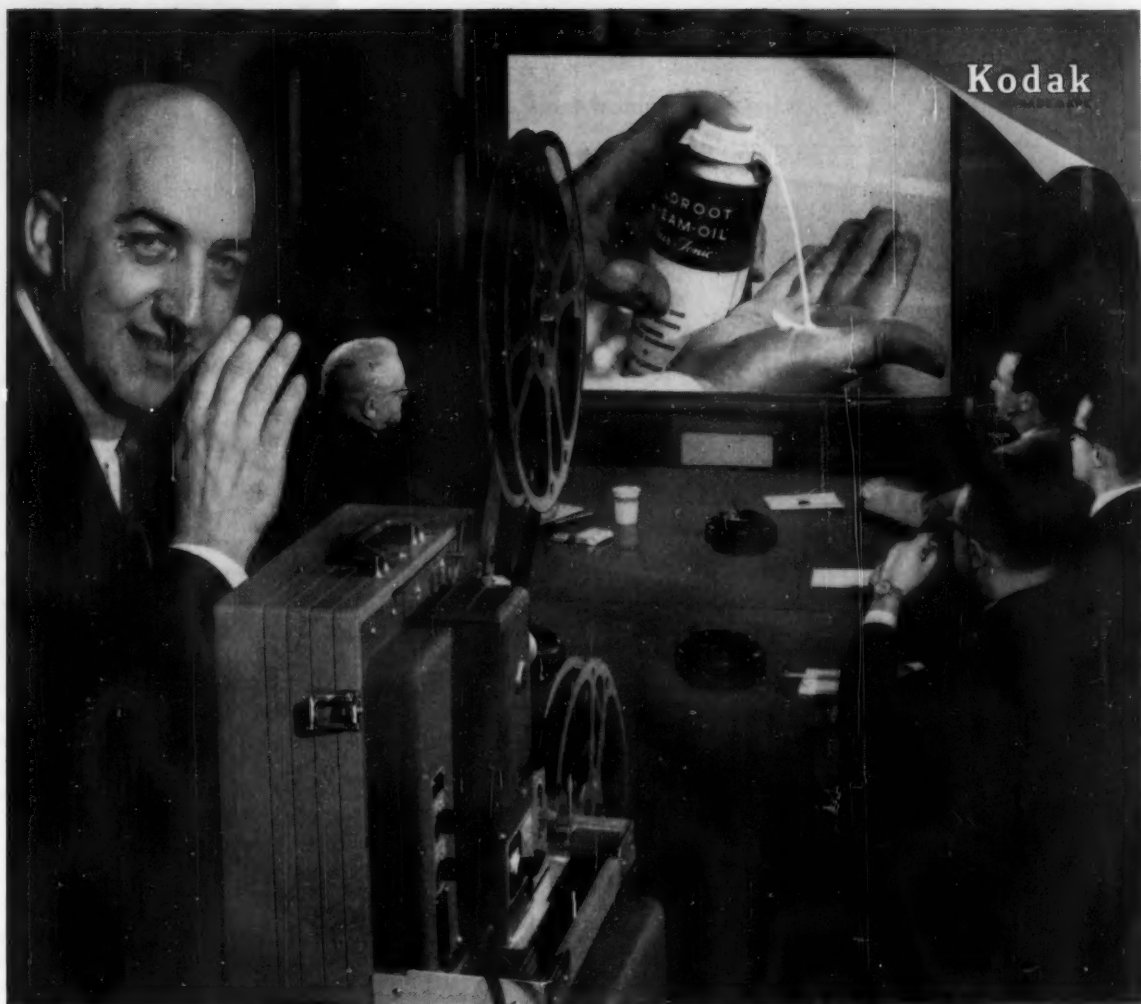
Advertising for Hush Puppies is concentrated on four promotions—Father's Day, back-to-school, Christmas, and, next year for the first time, Easter. These dates give Wolverine salesmen definite targets to sell against.

► This ad campaign, always using full color to show Hush Puppies to best advantage, reaches 31 million readers four times a year, says Muir. He uses This Week Magazine, Parade, Family Weekly and supplementary Sunday newspapers, plus True and Playboy, trade magazines, and cooperative advertising with retailers.

Sales techniques . . . When a Wolverine salesman visits a store buyer for the first time, he often asks the buyer to turn his back. Then, in a few seconds, the salesman spreads out 11 pairs of Hush Puppies, all in brilliant single colors that blend in rainbow fashion. When the buyer turns around again, the impact of the Hush Puppies display is often enough to sell him.

In selling a new store, Wolverine salesmen rely heavily on demonstrations. They show how water rolls off the Hush Puppies like mercury off paper. Once a store is sold, Wolverine salesmen concentrate on building up stocks for the four seasonal promotions.

Muir encourages Wolverine salesmen to spend as much time as possible with store clerks, showing them how to sell Hush Puppies. A Wolverine salesman will bring a wading pool into a store, fill it with water, and float Hush Puppies on the surface. Once the clerks are sold, Hush Puppies will be sold. Says Jim Muir: "The most successful salesmen are those who work best with clerks. Wherever we don't get close to the clerks, we just don't get results." ♦



A film preview by Holland-Wegman Productions, Buffalo, producers of TV, educational, industrial, and public relations films.

says movie producer Sheldon Holland:

"You see bright pictures even in half-dark rooms..."

"That's why we preview the movies we make on Kodak Pageant 16mm Sound Projectors.

"We can show our productions in their best light with these quiet-running projectors. They throw a crisper, spot-light-bright picture over every inch of screen. And the Pageant's bell-clear, powerful sound system flatters our film's sound quality at the same time."

**See, hear, even operate a
Kodak Pageant Sound Projector yourself**

Your Kodak Audio-Visual dealer will demonstrate any time you say. He'll show you why you see brighter pictures in half-dark rooms, (Pageant's Super-40 Shutter delivers 40% more light on the screen than ordinary shutters at sound speed).

One try is all you need to become an expert Pageant

operator. Set-up and threading are simple, no confusing parts for you to attach or adjust. No lubrication records to keep. Pageants are factory-oiled for life. Require little upkeep even under punishing operating schedules.

Call your Kodak A-V dealer today or tomorrow for an early demonstration, or mail the coupon below to:

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.
Please send me complete information on the new Kodak Pageant 16mm Sound Projector, and tell me who can give me a demonstration. I understand there is no obligation.

NAME _____ TITLE _____
ORGANIZATION _____
STREET _____
CITY _____ STATE _____
(Zone) 11-222

Kodak Pageant Projector > **EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.**

Foremost's "Gold Rush" to sales—plus . . .

Staging a sales contest with plus benefits meant big preparation and attention all the way along for Foremost marketing people and representatives of ad agency, BBDO. Here's how it was done:



THE SCENE OPENED on a series of eight meetings for district managers, held in 11 days and covering Foremost's 37-state operation. Conducted by Divisional Sales Manager A. E. Schwatka and Ad Manager H. F. Gabrielsen, together with the BBDO executives, the meetings went all out with costumes, settings, ad samples.



CATCHING THE SPIRIT of the contest, district managers in turn presented theme of the event to salesmen. Setting for meetings in keeping with the

Exploiting Hidden Assets In Sales Contests

Quick sales gains are the natural and expected results of sales contests, but the real payoff comes from such extras as new sales plateaus, development of salesmen, increased company loyalty and integration—especially significant after mergers.

By **ARTHUR E. SCHWATKA**
Divisional Sales Manager
Foremost Dairies, Inc.

It's normal to expect sales gains from a sales contest. We do, and we have been fortunate in getting them. But we also expect to get other benefits, and our experience with our first three companywide annual contests, covering Foremost plants all over the nation has proved that we can get other benefits.

To begin with the sales benefits, we feel that our contests have contributed in good measure to the fact that no year's sales have fallen below those of the previous year. The contests have always helped to bring about significant sales gains.

The immediate gains are ordinarily a contest's prime aim, but in addition we have found that we have been able to establish new sales plateaus from which to take off in the next year's drive. Last year, for example, our "Rough Rider" contest (based on the 60th anniversary of the Spanish-American War and its hero, Teddy Roosevelt) not only won for us doubled sales increases over those to be normally expected in our business—but a substantial portion of the increased business was retained.

This year, in our "Gold Rush" cam-



Alaska "Gold Rush" theme, was a Malamute saloon, but costumes and other theatrics were up to regional groups. This is Minneapolis team.

paign, tying in with the addition of Alaska as the 49th state, on top of that new plateau we gained something like an additional 2% of volume, systemwide. In no case have gains we have made as the result of an incentive program ever dropped back to the pre-program level. So on the basis of results in sales, we feel that our contests are doing their main job. But what else can good contests accomplish?

In the first place they can help the salesmen in the field (as well as their supervisory personnel and district and division executives) to grow and to develop ingenuity and initiative. We encourage a great deal of local autonomy among divisions and districts in the handling of contests. While we present division managers with the theme, working framework and basic promotion materials, the managers alone determine how these shall be used and what incentives shall be set. This also generates competition among the middle management executives.

Also, and important, we do not set hard-and-fast company quotas. Our usual procedure is to set general goals,



ENTHUSIASM SPREAD as everyone got into the act. At the Los Angeles sales meeting, W. H. Reuter, ad manager of the Southern California Division, enlisted services of daughter, Bonnie, to help him present advertising program backing contest.

with results to be determined according to individual improvement. Each district and division determines its own quotas. Objectives are in terms of overall sales, not sales of individual products. This year, for example, we took the total current sales rate on all products as a base, and added a suggested quota to it. In each division, this process was carried through to each plant and to each individual

POINT-OF-PURCHASE EXTRAS for the contest were emphasized throughout meetings, and advertising tying in with the theme was outlined. Poster at bottom left shows special "Welcome to Alaska" half gallon package of vanilla ice cream with orange sherbet star. Contest theme was also carried out in prizes, including expense-paid trip to Alaska, genuine totem pole.



Top Specifier of PLUMBING EQUIPMENT is the CONSULTING ENGINEER

The consulting engineer is your key to a greater share of the market for plumbing equipment used in commercial, industrial and institutional buildings.

An independent survey, just completed, shows that 70.2% of the consulting engineers we serve have from 70% to 100% responsibility for specifying the brand of plumbing equipment (faucets, fixtures, flush valves) on projects they handle.

Complete findings available. Write for "Plumbing Equipment Research Report". You may be sure your competitors will!

CONSULTING ENGINEER

Wayne near Pleasant Street
St. Joseph, Michigan

*Sell the Men Who
Write the Specifications*

Sawyer's 3-D full-color photography can increase your sales

Let us prove that Sawyer's View-Master 3-D full-color photography can do a selling job for you!

Learn why hundreds of national firms use View-Master 3-D color pictures to introduce new products, show new applications and installations.

See the startling realism View-Master 3-D pictures give to products—whether foods, fashions or construction equipment.

Write for free sample View-Master reel and hand viewer. Check additional information you want.

- ☐ **Salesmen's Aid.** How a few picture reels and 7 ounce hand viewer let salesmen show complete product lines.
- ☐ **Direct Mail.** Why new and old customers take the time to look at color pictures in 3 D.
- ☐ **Displays.** How View-Master 3-D color pictures and viewers make effective, low-cost displays.

Name _____

Company _____

Street _____

City _____ Zone _____ State _____

Mail to Sawyer's Inc., P.O. Box 490, Portland 7, Oregon

milk and ice cream route salesman so that every man had his individual sales goal, in terms of his own past accomplishment.

Our contests are planned to enable the route salesmen to utilize the knowledge they have gained in our training programs. Observing how intelligently they do this helps us to evaluate the men. Often we can spot latent qualities in a man which earmark him as a potential candidate for a supervisory or management position. This evaluation process is carried on continuously, of course, on the basis of performance in general; but the impetus of the incentive programs frequently uncovers talents and character, initiative and imagination, at all levels from routemen on up, which confirm our impressions and point out the outstanding individuals.

Any company with a history of acquisitions is faced with a problem of integration. In our case each new company acquired had a different name and in the case of most of the major acquisitions, the name was retained regionally. This meant that the regional organizations and their personnel were strangers to each other,

and to Foremost, the parent body.

While we look forward to the time when all our products will bear the same name—Foremost—a more immediate concern is the integration of personnel. We thought that one big step in this direction would be to have all of our divisions work together in a common contest, because (1) a habit would thus be established of working in unison toward common goals and (2) the divisions, districts and their personnel would have an opportunity to become better acquainted with one another through the exchange of reports and communications on progress and results. They would also get to know some of the company's top management.

We believe that the three nationwide contests held since 1957 have helped tremendously to improve and hasten integration.

Along with integration, a company composed of merged units has a problem of loyalty, which cannot be commanded but may be won. It is not the easiest task to transplant a sense of loyalty from the acquired company, its name and brands, personnel and policy, to the new "parent." Time

The Extras IN—and OUT of Sales Contests

"Having fun making sales" is a big feature of big sales, according to A. E. Schwatka, Foremost Dairies' sales manager for fluid milk and ice cream, and key man in the company's incentive contests.

For Schwatka a really effective contest should . . .

1. Include action, mystery, humor.
2. Provide a challenge.
3. Foster personnel identification.
4. Provide genuine means for the men to accomplish measureable results.

And with a well-planned contest . . .

1. The permanent sales plateau is raised.
2. Sales personnel have the opportunity to develop themselves.
3. Potentialities of the best men stand out—enabling



management to spot candidates for supervisory and executive positions.

4. Team loyalty and a sense of belonging increases along with individual competition.
5. Integration of wide-spread districts and division is enhanced. This is especially valuable after mergers.

World's "Longest Milk Route"

From a major portion of the U.S. to the Far East—is the Foremost Dairies, Inc., story of a milk run. This San Francisco-headquartered dairy has grown in only 18 years of operation from a south-eastern company with six plants and almost no profits, to the third largest dairy in the country, with additional operations in Guam, Okinawa and Japan, and 1958 sales of more than \$425 million.

Foremost was started in 1931 in Jacksonville, Fla., by Paul E. Reinhold. From the first it focused on upgrading milk (of poor quality at that time in the South) by helping and teaching dairy-men to improve pastures, feeding, and finally the quality of their breeding stock. A combination of high-grade product and aggressive merchandising and advertising soon made the company the largest independent dairy in the South.

Then through a series of mergers, Foremost extended operations to areas of big population-growth potential, including the Southwest, Midwest and West Coast, as well as the Far East.

Through its mergers the dairy has also acquired leaders: Dr. Grover D. Turnbow, president (formerly head of the "International Group"); and P. Reid Oliver, executive vice president (formerly president of American Dairies). Paul Reinhold, founder, is now its board chairman.

and tact are required. But the process can be helped by bringing the divisions and districts and their sales personnel into command activities. The loyalty and spirit of cooperation generated by our companywide contests has been heartening. Districts and divisions have been caught up by the dramatic themes to work together as never before.

We give a great deal of thought to our contest themes. Our contest pattern has been improving year by year in its ability to foster increased sales and the plus benefits outlined.

Why do we emphasize such qualities as excitement and mystery in contests? Because of the nature of a good salesman and the fact that Foremost—probably in common with all companies that depend on active, aggressive selling—sees the salesman as all-important. To us he is the Horatio-on-the-corporate-bridge, the man who handles the competition and meets the consumer of our products. It's the salesman's nature to think and act dramatically and to see himself as important too; but often in the daily routine the excitement may be lost.

The annual contest is an opportunity to restore this excitement to his work and to dramatize his real importance to the company. The typical salesman reacts to action, glamor, excitement. He responds to humor. He enjoys a challenge and increased opportunity to show off. He wants to be able, personally, to identify himself with the vigor of the chosen sales

theme. And, to bring it all down to earth and self-interest, he wants to be able to show measurable results for which he is rewarded.

In 1957, we launched a Key Man contest—its objective to locate the "key men" throughout our organization. Besides other incentives, the key men so found were given gold tie clips in the form of a key with Foremost identification superimposed. Every man wanted to receive companywide recognition as one of its "key men" and the contest was successful in generating both competitiveness and a sense of the part of each in relation to the whole.

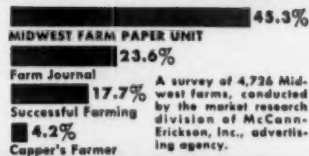
This year's "Gold Rush" campaign once again embodied the dash, excitement, glamor and identification with a great event. As we brought out in our meetings and communications, the gold seekers who opened up Alaska were not unlike the Foremost people who are pushing into new territories seeking the gold of sales. Both had the spirit of adventure, the rugged masculinity that would not be denied. The Alaska gold seekers literally created a new state in their personal search for the territory's hidden resources. Alaska had frozen assets which the gold seekers uncovered. We wanted to uncover ours.

With initial gains representing 2% above anticipated performance, and the new levels holding up well, we believe we shall not be disappointed.

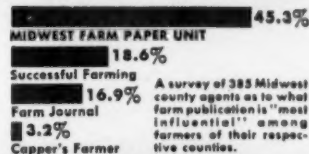
Two percent of \$425 million is not peanuts. ♦

FIRST

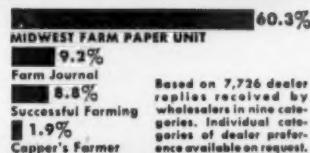
with READERS!



with COUNTY AGENTS!



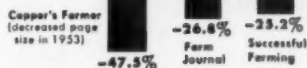
with DEALERS!



with ADVERTISERS!

+ 37.8% MIDWEST FARM PAPER UNIT

Source: Farm Publication Reports Comparative Lineage 1948-1958.



Only one medium in the World's Richest Farm Market can offer you this four-way proof of local impact. So, buy the Unit—one order, one plate at a substantial saving in rates.

MIDWEST Farm Paper UNIT

WALLACE FARMER • THE FARMER
PRAIRIE FARMER • NEBRASKA FARMER
WISCONSIN AGRICULTURIST

ADDRESS: Midwest Farm Paper Unit, Sales offices at: 35 E. Wacker Drive, Chicago 1
... 250 Park Avenue, New York 17, N. Y.
... 110 Sutter Street, San Francisco 4
... 159 South Vermont Ave., Los Angeles 4.

Promotion Kits for Builders Help Crawford Sell Garage Doors

Half of kit's aids point out quality features of model home to viewers; others encourage them to try Crawford door.

We'll bet that you have never seen a self-service display of garage doors in a super market. What is more, you probably never will.

This does not mean, however, that people would not buy garage doors that were "impulse" displayed where they could be seen, touched, operated, and even sniffed if need be. Of course, a suitable market is needed for this—one in which there are plenty of people, most of whom feel no conscious need for new garage doors, but all of whom are generally in a new-home or home-improvement frame of mind.

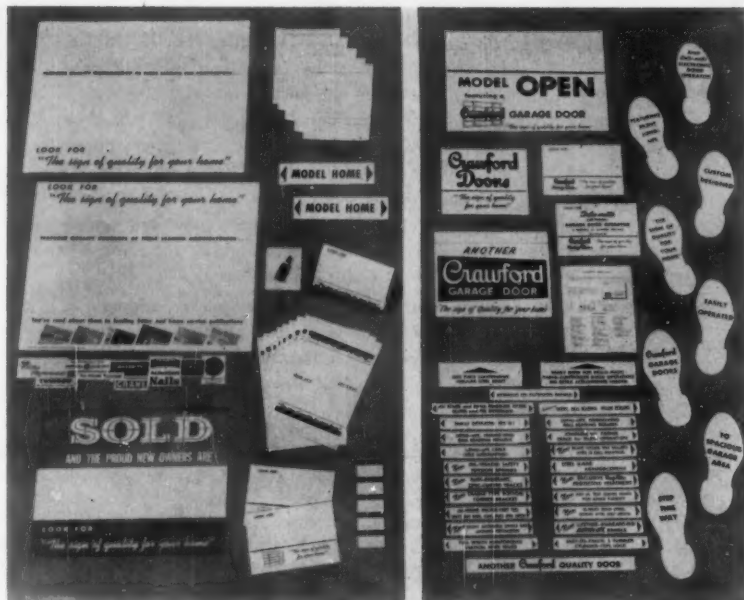
That is one reason why Crawford Door Co., Detroit, decided to promote its wares at many of the thousands of "model homes" that are constantly being opened to the public all over the country.

But since the typical builder would surely forbid a company from barging into his model home to deliver a sales pitch to his shoppers, Crawford had to find a way to promote its doors with the builder's blessings. In fact, a primary objective would be to win the builder as an even faster friend.

Carl B. Anderson, manager of market analysis and merchandising for Crawford, decided that the builder, "like the aggressive retailer, not only must attract customers to his building site—he must make it easier for them to make up their minds in favor of what he is selling.

"This angled our thinking," Anderson continues, "toward a tie-in package—a tailor-made kit of display items, including several on Crawford garage doors—that could be produced for a selected list of builders in quantities sufficiently large to bring the per unit cost down to a nominal figure well within the budget."

A kit of this type would not only



LAI D OUT here are all the sales aids included in Crawford's merchandising kit for use in model homes. The pieces at left are filled in by the builder to show the general features of the home. Those at right promote the Crawford door.



A BUILDER ATTACHES the adhesive-backed "model open" sign to a blank signboard. That's the featured Crawford garage door behind him, on "impulse" display.



save
my
time...

tell me by telegram!

We use telegrams all the time to speed facts and figures quickly, clearly, and in writing. No interruptions. Saves time and money for everyone!

WESTERN UNION



Moving to any point in the U. S. A. at any time is a privilege sometimes overlooked. Wheaton specializes in safe moves for you or for your personnel. Particular care is given office equipment, displays and exhibits . . . crated or uncrated. Next time call a Wheaton Agent.

Wheaton
Van Lines, Inc.

COAST TO COAST LONG DISTANCE MOVING

In the West, call

LYON
VAN LINES, INC.

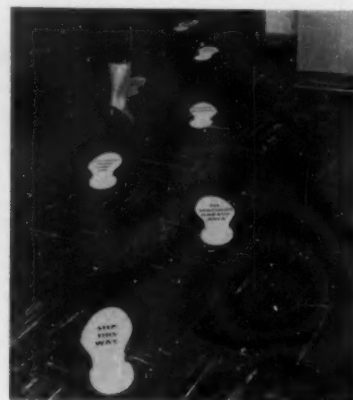
OVER 525
AGENTS IN ALL
PRINCIPAL CITIES

General Offices: Indianapolis, Indiana

The man from Cunningham & Walsh



How do you get larger displays for your product in supermarkets? Is more personalized service possible for chain stores? If so, how? Jerry Feniger, C&W's Vice-President for TV-Radio Programming, has the answers to these questions. By working on the spot, C&W advertising men are gathering the up-to-date facts on America's buying and selling patterns. That's why more than 4000 hours were spent in the field last year by the men from Cunningham & Walsh Inc. Offices located in: New York, Chicago, Detroit, Los Angeles, San Francisco.



DIE-CUT FOOTPRINTS used by Crawford Door remain intact and readable after many months' rough treatment and wear in model-home exhibition.

favorably dispose the builder toward the Crawford Door Co., but would also provide plenty of opportunity to show off the company's own product.

Anderson's first major problem was paring down the long list of builders to achieve a workable number who could be given the yet unborn promotion kit. He says, "Penetrating this market, through some 4,500 builders of model homes and garages, presented a major challenge. The ramifications of working with, and through, so many builder organizations, were too complex to be practicable. Also, the costs of such a program were clearly prohibitive."

The builders who fell into any of these four categories were immediately eliminated:

- Those who did not build or feature garages.
- Those who had not been sold on Crawford garage doors.
- Those who were known to be uninterested in doing any merchandising.
- Those who preferred to purchase their own promotional material on an individual custom basis.

From the many names which still appeared on Crawford's list, a master group of builders who were most likely to make use of the materials was selected.

Once this problem was out of the way, two major policy decisions remained to be made. The first was the extent of "sell" that could be included in the kit to insure success from the standpoint of the builder and the company. It was immediately decided to be as "unselfish" as possible by primarily helping the builder sell his houses, and keeping the pressure low on Crawford.

The second decision was on a theme that could be used to tie together all the materials in the proposed kit. It was decided to approach the promotion from the standpoint of quality. A little later in the planning, the slogan, "the sign of quality for your home" was adopted for use on all major pieces in the kit.

After every conceivable promotional need of a builder had been carefully weighed, a list of 66 point-of-purchase materials was compiled to form the basis of the kit. In addition to these, newspaper ad mats were prepared.

Just about half the pieces in the kit are completely free of the Crawford name. Included in this group are such things as a large poster on which may be listed the "quality" subcontractors who worked on the house; another poster for listing the "quality" brands of materials used in the house; several adhesive labels printed with company trademarks (G-E, Masonite, etc.) for display in appropriate places in the house; a unique "sold" sign that leaves a large blank space for the name of the new owner.

Also included are a variety of tent cards and small adhesive signs which can be lettered to point out special features, salesmen's badges, promotional literature and the like.

All of the items that are included to promote the Crawford garage door are designed to be used in or near the garage. Included in this part of the kit are several poster-type signs to identify the door as a Crawford, a wide variety of small adhesive signs that point out every feature of the door. Like the others, the Crawford signs bear the "quality" slogan.

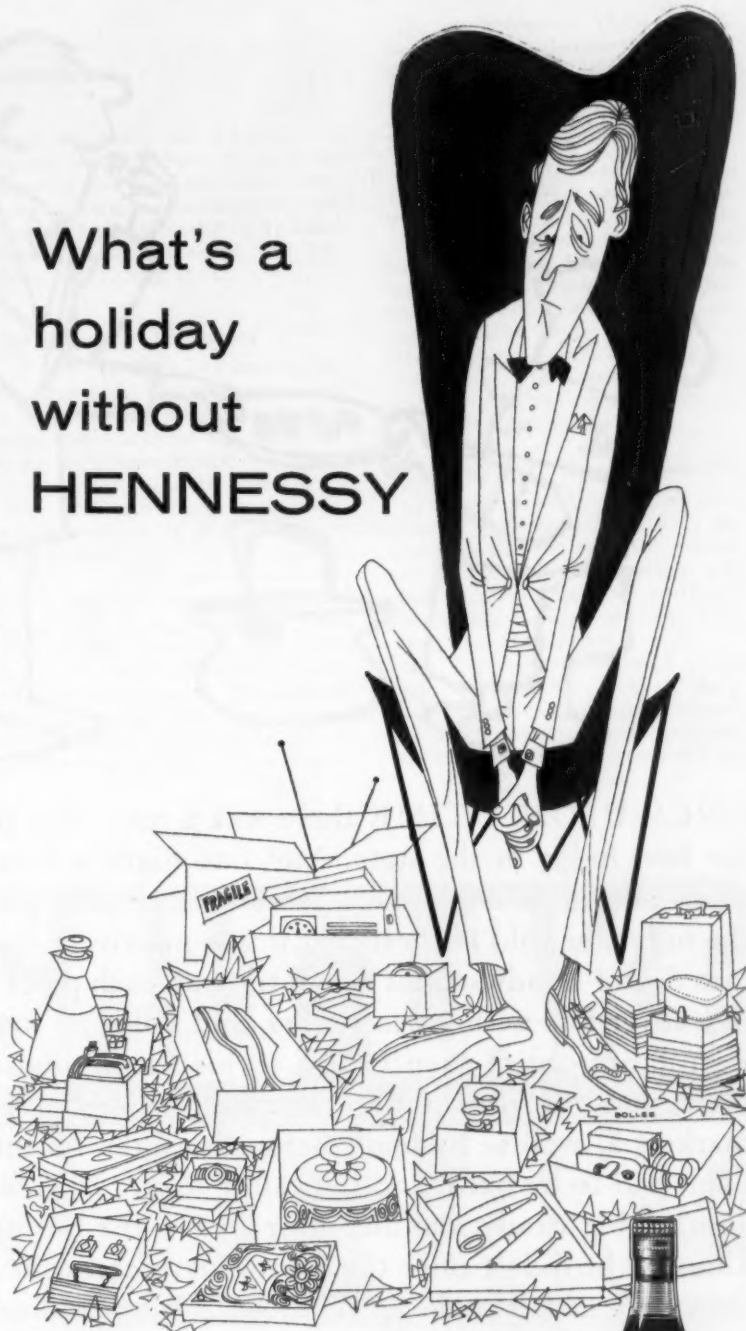
► All pieces that would be exposed to the weather or to scuffing were made of a tough vinyl plastic. The large posters are adhesive-backed for easy mounting on the house itself or on a blank signboard.

Carl Anderson is pleased with the results. He says, "A substantial quantity of the kits was produced and offered to our distributors for use by merchandising-minded garage and home builders across the country.

"Acceptance of the material was enthusiastic and immediate. Many builders who could not have afforded a program of this type are today using the Crawford point-of-purchase items. Many have expressed thanks and satisfaction. Still others have reordered.

"We had proved to ourselves—while staying within budget boundaries—that it was possible to create a quality merchandising package that could help others, with limited funds, sell their products and in the natural course of events, sell ours as well." ♦

What's a holiday without HENNESSY



Even if he has everything...
you can be sure
he never has enough

HENNESSY
COGNAC BRANDY

★★★/V.S.O.P./Bras D'Or/X.O./Extra

80 & 84 proof • Schieffelin & Co., New York





ONCE UPON A TIME there was a man who prided himself on making the best fudge in the state. And one night a friend of his, who was a very smart automobile salesman, came over to play pinochle. When he sampled the fudge, he told his host that it was positively the finest candy he had ever tasted, and he advised his friend to wrap each piece in gold foil, to package it in a silver box with green stripes, and sell it by mail. In a few months there were more orders than candy, so his friend advised him to set up a small plant, and start distributing the candy through department stores and supermarkets as well as by mail. Before long the business was so big that a new plant had to be built, and the candy maker hired a sales manager away from another big candy manufacturer to run the business. When someone asked him why he didn't offer the job to his friend who had helped him so much, the candy maker replied, "Who, *Bill*? Why he doesn't know anything about candy. He sells cars."

MORAL: *There are no hard people or soft people. The same people who buy cars buy candy—and the same people who buy steel buy soft drinks. Which is why the smart advertiser doesn't judge an agency on the kind of products its clients produce, but on the kind of advertising it produces for its clients.*

CAMPBELL-EWALD

Advertising Well Directed

Detroit • New York • Chicago • Los Angeles • Hollywood • San Francisco • Washington • Denver • Atlanta • Dallas • Kansas City • Cincinnati

WORTH WRITING FOR . . .

Newspaper Analysis

A study of adult readership by Sindlinger & Co., Inc., which covers readership of daily newspapers in the 14 counties designated by the Audit Bureau of Circulations as the Philadelphia Retail Trading Area. Tabulation covers all basic sample interviews completed in the area for the year 1958. Twelve of the 14 counties in the area have fallen automatically into Sindlinger's national random sample since it started functioning in 1955. Two additional counties, Cape May and Cumberland, were surveyed in identical fashion to complete the report. Interviewing is continuous every day of the week. Write Leonard Bach, Promotion Manager, The Philadelphia Inquirer, Dept. SM, Philadelphia, Pa.

Lowell, Mass., 1959

Thirteenth annual analysis of the Lowell Market Area, with a population of 200,000, \$365 million in bank deposits and \$251,662,000 annual family expenditures. Detailed data in-

clude population and housing, retail services and wholesale trade, manufacturing establishments, family characteristics and annual family expenditures, agricultural market. Write Frank Lawlor, General Manager, The Sun, Dept. SM, Lowell, Mass.

The Climate of Persuasion

A study of the public image of advertising media, the purpose of which is to isolate and measure one of the major elements in the decision to buy. It was undertaken to explore two practical questions: Do the major media differ significantly in personality? Can a valid measure of these differences be obtained? It is an attempt to identify, measure and compare the public images of radio, television and newspapers in the Richmond urban and suburban area. Based on probability sampling, results can be projected to population totals. They indicate that these media do have separate and distinct images which can be defined and measured in terms of nine dimen-

sions of personality. Write Alan S. Donnahoe, Vice President, Richmond Times-Dispatch and Richmond News Leader, Dept. SM, Richmond, Va.

Southern Farm Families

A new survey reveals that they use enormous amounts of household products such as floor wax, silver polish, shoe polish, steel scouring pads, deodorizers, bleaches, drain pipe solvents, laundry starch, bluing and dyes, glue, insecticides and pesticides. The number of families buying each brand of such products is part of the report. Write Orville C. Demaree, Director of Research, The Progressive Farmer, Dept. SM, Birmingham 2, Ala.

Charlotte, N. C., Home Inventory

Fifth annual study of product ownership and brand rankings. It is designed to ascertain marketing characteristics as well as ownership and usage of selected products purchased by families in nine counties: Cabarrus, Catawba, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Union, N. C., and York, S. C. Data for Mecklenburg County and eight surrounding counties are reported separately. Part 1 covers marketing characteristics,

there's
more
to..

than..

SALT LAKE
SALT LAKE

Make no mistake . . . fill up the gap in your marketing map!

Buying doesn't stop at the imaginary lines of Salt Lake City . . . but extends out hundreds of miles into a great mountain basin. Here 1½ million persons make Salt Lake an exception to buying just the "first 20" markets. If you just run down the list, you'll pass up a good buy! When you advertise in Salt Lake's two metropolitan newspapers, you not only reach and sell "INNER" Salt Lake with its ½ million people but you also automatically open the door to a million more prosperous prospects residing in "OUTER" Salt Lake.



The Salt Lake Tribune
(MORNING & SUNDAY)

DESERET NEWS AND
Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metra Comics Network

Sales Management November 20, 1959 81

major appliances, automobiles and automotive products, medicines, soap and cleaning materials and cosmetic and toilet articles. Part 2 covers food products and general products (watches, mattresses, etc.) Write J. Robert Coyington, Vice President and Managing Director, Station WBT and WBTW, Dept SM, 1 Jefferson Pl., Charlotte 8, N. C.

Jet Clippers

Color-illustrated booklet on the new freedom they offer: new patterns of thought about travel, trade and international relations—changes that could

mean new methods of selling and buying; new markets for almost any product; altogether different types of vacations; enlarging the leisure market. Write Willis G. Lipscomb, Vice President, Traffic and Sales, Pan American World Airways System, Dept. SM, P. O. Box 1790, New York 17, N. Y.

The Car Dealer Market

Fourth biannual survey data compiled by R. L. Polk & Co. It's a big market, with a 10% increase in service volume during 1958. Returns from every state and every size community in the country show the average an-

nual service volume per dealer was \$112,300 for parts sales, \$13,900 for accessories sales, and \$87,200 for labor sales. There are also data on size and character of dealerships and dealership plans, mechanical and service work, who buys the paint in the bump and paint department, equipment owned. Write J. W. Finney, Promotion and Research Director, Automotive News, Dept. SM, 965 E. Jefferson Ave., Detroit 7, Mich.

Sales Aids from Advertisers

Have you written for these booklets or samples described in recent advertisements in Sales Management?

Choose-It-Yourself Gift Plan: How you can send every one on your gift list just what he or she wants. L & C Mayers Co., Dept. SM 304, 516 W. 34th St., New York 1, N. Y.

List-O-Trades: A direct mail catalog to use in locating new dimensions in marketing campaigns, maintaining customer mailing lists, pinpointing prospects or blanketing a mass market. W. S. Ponton, Inc., Dept. SM, 44 Honeck St., Englewood, N. J.

Indianapolis Facts: A condensed report of the economic picture of Metropolitan Indianapolis. The Indianapolis Star and News, Dept. SM, Indianapolis, Ind.

Quick-Change Poster Frames: How they can be used for changeable messages on trucksides, indoor or outdoor P-O-P, etc. Arlington Aluminum Co., Dept. SM, 19005 W. Davison St., Detroit 23, Mich.

Prize Book and new promotional allowance plan. John Plain & Co., Dept. SM, 444 W. Washington St., Chicago 6, Ill.

Binders and Indexes: How they can be custom-styled for your particular types of presentations. The Heinn Co., Dept. SM, 326 W. Florida St., Milwaukee 4, Wis.

Advertising Gifts: New catalog containing complete details on how you can impress, serve or remind your customers of you and your services. Specialty Division, Nascon Products, Division of Eaton Paper Corp., Dept. SM, 475 Fifth Ave., New York 17, N. Y.

Hotel Service: Information about new services for sales meetings. Manger Hotels, Convention Dept. SM, 4 Park Ave., New York, N. Y.

No. 1 Test City: Data on the latest campaign. Rockford Morning Star and Rockford Register-Republic, Dept. SM, Rockford, Ill.

Oil-Drilling-Producing Industry: Market data book. World Oil, Dept. SM, Gulf Publishing Co., Houston, Tex.

Reader Action on Advertising in Volume Feeding Management: Quotes as reported by Daniel Starch & Associates. Volume Feeding Management, Dept. SM, 205 E. 42nd St., New York 17, N. Y.



- New Equipment Digest has an outstanding record of growth in acceptance and reader action. The average number of sales leads per page is now at an all-time high!

That's why your advertising in N.E.D. is the fastest, most economical way to:

1. Search for new applications for your products.
2. Contact new buying influences.
3. Find important new customers in any industry.
4. Maintain coverage of present customers and prospects in all industrial markets.

N.E.D. helps you accomplish all these important marketing objectives by reaching industry's most active buying group . . . when they're **READY TO BUY.**



A **PENTON** Publication, Penton Bldg., Cleveland 13, Ohio

NEW EDITORIAL STUDY

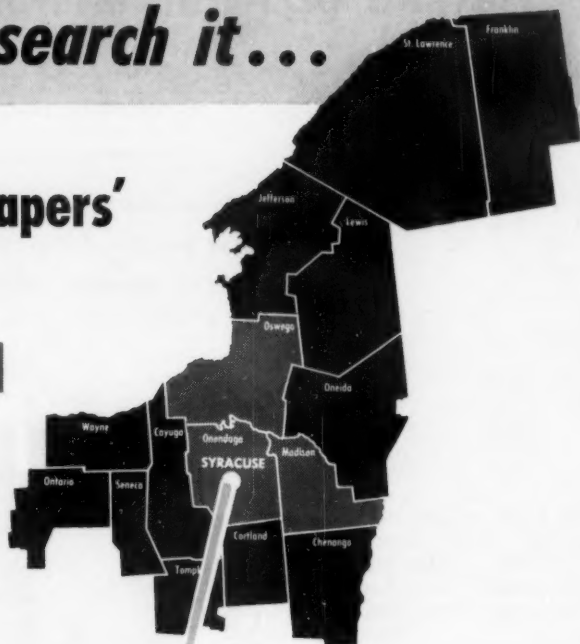
An up-to-the-minute picture of industry's most active buying group. Helpful information for all industrial advertisers, including latest data on N.E.D. market coverage, readership and advertising results. Write or call for your copy.



NOW OVER 84,500 COPIES (Total Distribution) IN OVER 44,000 INDUSTRIAL PLANTS

However You Research it...

The Syracuse Newspapers' Circulation Delivers the TOTAL Standard Metropolitan Area and... **MORE!**



FIFTEEN COUNTIES—that's the Syracuse market. And . . . whatever your market data source, there's only one effective way to sell ALL of the Syracuse Market . . . the Syracuse Newspapers.

They deliver 100% of Syracuse and Onondaga County and up to 90% coverage in the three-county Syracuse Metropolitan Area.*

But . . . when you think of the Syracuse Market . . . THINK OF ALL OF IT. Syracuse Newspapers also deliver up to 76% of the 12 surrounding counties which comprise the TOTAL SYRACUSE MARKET. No other combination of media delivers comparable coverage at comparable cost!

FULL COLOR AVAILABLE —
DAILY AND SUNDAY

Represented Nationally by
MOLONEY, REGAN & SCHMITT



BIG

ONE-THIRD THE TOTAL AREA
OF NEW YORK STATE
POPULATION: 1,459,100

BIG

- ➡ SPENDABLE INCOME
- ➡ RETAIL SALES
- ➡ FOOD SALES

* Onondaga, Oswego and
and Madison Counties
U.S. DEPT. BUDGET STANDARD DEFINITION

the SYRACUSE

NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday



CIRCULATION: Combined Daily 229,181

Sunday Herald-American 202,737

Sunday Post-Standard 103,496

HOW TO **PUSH** PREFERENCES by the millions!



You can push preferences by the millions right into new sales records for your product when you pre-sell the more than 5% million heavy-spending families who regularly read FIRST 3 MARKETS GROUP magazines.

Within the pivotal markets of New York, Chicago and Philadelphia — which account for 19% of Total U. S. Effective Buying Income — the com-

petition for consumers' attention and share of spendable income is an important factor in causing family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV to thin out. To produce maximum sales at greatest profit in these huge sales areas, *there is no substitute* for FIRST 3 MARKETS' dominant 55% COVERAGE of all the

families.

In addition, the finest Rotogravure and Colorgravure reproduction in the FIRST Sections of the FIRST Newspapers of the FIRST 3 Cities assures you maximum package and product EYEidentification.

To make your advertising sell *more where more is sold*... it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH



ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

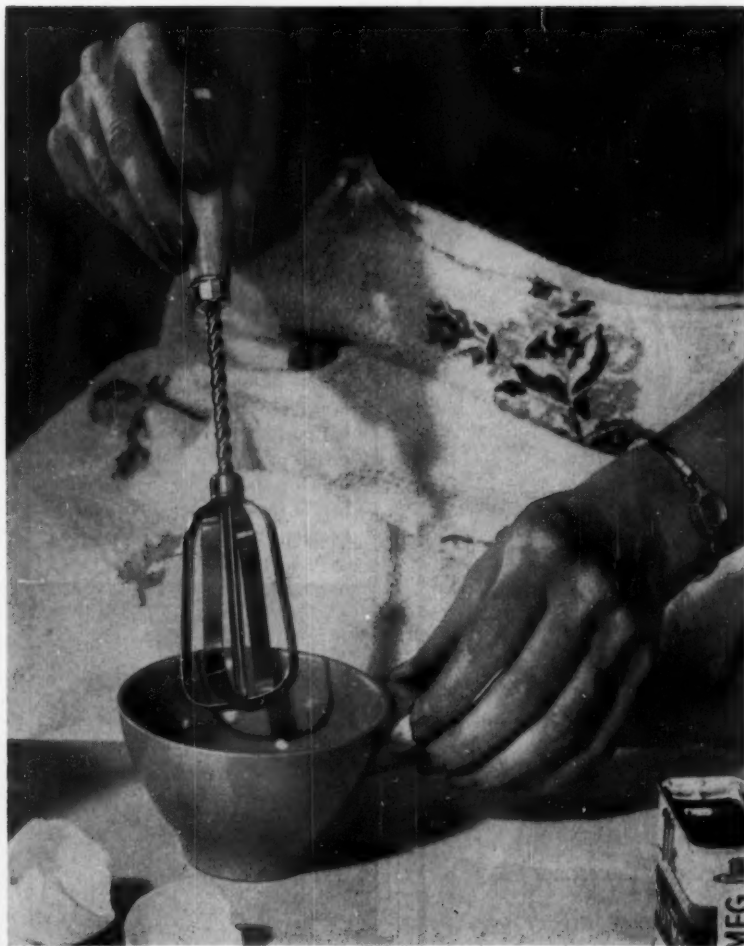
NEW YORK 17, N. Y., News Building, 220 East 42nd Street, Murray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, Superior 7-0843 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, Garfield 1-7948 • LOS ANGELES 5, Calif., 3400 Wilshire Boulevard, BUENIK 5-3557

Stirring Saga of a One-Handed Egg Beater

(or—No Egg on Ekco's Face)

Ekco Products' one-handed egg beater wasn't even a new idea—but with clever merchandising, Ekco has used it to whip up a 1,000% increase for the line.

By ROBERT A. KELLY
Midwest Editor



Have you a new product which, if introduced tomorrow, would "shake up" your industry, delight your customers and produce a 1,000% increase in your sales of that particular line of equipment?

Ekco-Autoyre Division of the Ekco Products Co. has, did and is! The Chicago-based company has cleverly converted an Archimedean idea into a Cinderella-type success story involving a one-handed egg beater especially designed for two-handed people.

With competition in the egg beater business getting stiffer, Ekco was determined to avoid a beating. Unfortunately, sales of the regular stamped-type beater, ranging in price from 89 cents to \$1.50, had been declining over a number of years. The blame was placed on the introduction of higher-price die-cast beaters. The reason was simple. When competition began mass-producing the die-cast units, the price-spread between the two beaters gradually diminished. For a small addition, the housewife would certainly buy the better beater.

Ekco decided to reverse the trend.

Malcolm Smith, vice president, merchandising, set to work designing an egg beater based on the principle of rotating an object by pressing down on its handle.

Actually, the idea filtered down from ancient Greece. One-hand beaters have been on the market for decades, with, however, indifferent success.

The Ekco product, therefore, had to be good looking, well constructed, sensibly packaged. It had to offer an attractive yet realistic price. And, finally, it had to function properly and continuously. (continued on page 86)

69-CENT WORLD BEATER reversed trend of declining sales of Ekco's line of stamped egg beaters. Good design and durability combined with lively P-O-P displays to push sales above those of electric mixers for the whole industry. In-store setups included electrically operated beater and cup and an activated display card that simulates a beater in action. Ten thousand retail displays will be distributed.

It was decided to use an exclusive chrome-plating process on the metal parts as well as a selection of colors for the handle: natural, red, yellow, turquoise and pink.

In spite of a flood of packaging suggestions all to the contrary, Smith selected a simple tag looped through the handle-hole on a string. In spite of extensive criticism of this method, he held to his decision. Behind his choice lay a shrewd purpose. He knew the housewife would not accept a novelty item like this unless she could pick it up, try it, play with it. Card-

ing it, or packaging it would have prevented this. A large part of the later success of the product is attributed to this simple device.

Finally, it was priced low (69 cents) to discourage competition.

At last, Ekco had an egg beater apparently capable of bolstering the sale of the entire line of stamped egg beaters as well as becoming a good staple gadget in its own right.

In July 1958 the first inkling of things to come was noticed at the one-hand beater's introduction at the National Housewares Show in Atlantic

City. Twelve beaters were taken to the show and eleven quickly disappeared. The twelfth beater was chained down while additional samples were ordered.

The national variety chains were the first on the merchandising bandwagon. F. W. Woolworth was the first to jump into the one-hand egg beater business. The chain displayed an assortment of different colors in a few test stores and, based on the terrific results, set up the displays nationally. Other chains joined the parade and doubled and tripled dollar volume for the space used.

The color selection alone has been credited with unusual attention-getting value as well as being responsible for large impulse-buying. This one factor gained in importance as the merchant realized that, in trying to merchandise a single color, he was depriving himself of considerable added profit.

Smith is still amazed at the tre-



If You Wait 'Til This Happens —You'll Be TOO LATE!

Before ground is broken, the consulting engineer's decisions usually have been made, and the specifications written.

Time lag between specification date and time for you to ship your products is usually 6 to 9 months, or longer!

Advertise NOW in CONSULTING ENGINEER to influence orders months from now.

The sooner you sell the Consulting Engineer, the sooner you can expect to receive the orders.

Consulting Engineer Saint Joseph, Michigan

The Consulting Engineer's Professional Magazine

One Hand Behind His Back

Ekco's vice president of merchandising, Malcolm Smith, is credited with the egg beater design that permits a housewife to beat eggs with one hand and cuff Junior with the other. A University of Pennsylvania grad ('42), Smith joined Ekco in 1946, performed a variety of jobs for the housewares firm until appointed to his present position in 1958. Still as surprised as anyone at the immediate success of the one-handed beater, Smith's main job now is keeping sales at this record pace.



Malcolm Smith

mendous publicity received by the beater. Parade Magazine, the Sunday supplement with a circulation of more than 9 million, showed it twice, the second time as one of the 12 best new items of 1958.

The company reprinted and merchandised all of the publicity it received, especially to the salesmen, who employed it as an effective part of their sales presentations.

Persistence appears to be the greatest single factor responsible for the continued success of the beater. In sales meetings, trade mailings and customer conferences, everyone echoed the theme—continued appeal, the still untapped market, profit potential.

Ekco met the unexpected acceptance with heavy in-store promotion. The company describes its advertising and promotional outlay as insignificant in relation to sales. Rather, Smith is concerned with making the most of the momentum the product has already received. Nine months after the product's introduction, Ekco developed an electrically operated beater display showing two beaters in operation in a glass and a cup. This prodded sales to a new high.

The display is sold to dealers for about \$9, with Ekco absorbing about \$6 of the total \$15 cost. Ten thousand displays are expected to be in retail operation by the end of the year.

► Three brand new merchandising devices are aimed at pushing the sales curve still higher. One is a colorfully activated display-header card showing simulated beater action, and operated by a D-size flashlight battery. It can be hung on a super market basket or on a wall in a high-traffic area. Second, the beaters are now being packaged for sale in regions where the "try-it-out" factor is no longer so compelling, because of prolonged exposure.

Third, beaters are now available in 2-dozen counter-display boxes.

The result is that Ekco now has merchandising devices capable of gaining acceptance and stimulating sales in virtually every type of retail operation.

Sales Vice President Maurice Cossman predicts that there will be little or no let-up in current momentum. He points to the fact that at no time were exaggerated claims made for the beater. The promotion message has always claimed: "Here is an economical beater which will mix a small amount of food or liquid in a glass or cup. It frees one hand to hold the container and eliminates the necessity of cleaning extra mixing bowls."

Both Cossman and Smith feel the fantastic appeal of the one-hand beater

centers around this jiffy operation. And the ready-mix boom is expected to add a new boost to sales.

Smith estimates that sales of just the one-hand beater will exceed the appliance industry's estimated total sales of electric mixers this year (about 3.5 million units).

Because of the quick acceptance of this product, however, the Production Department has been deluged with problems. Says Cossman, "Like many another company's, our production line was set up to provide the greatest efficiency and profit in terms of esti-

mated annual sales. This involved a single day-shift on a 5-day basis. However, within two months, we had devoured three-quarters of what had been estimated as the first year's volume. We re-estimated this volume and went on a 3-shift basis on a single set of tools, while bringing in a set of stand-by tools. Sales continued to skyrocket and within a short time we were on three 8-hour shifts, six days a week, on two sets of tools, necessitating a third set of tools as stand-by. What started out to be another item for Department 10, "Gadget Assem-



how to build a continent

Start with a single shovel of earth. Add another and another and another. Then you'll have a continent . . . a *continuity* of earth. You need continuity for successful advertising, too. It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold. Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity. It offers discounts with no increase in existing rates. The Continuity-Impact-Discount plan makes possible the most effective use of newspapers.

Let your Branham representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

The Courier-Journal
THE LOUISVILLE TIMES

HOW TO BEAT THE SUMMER SALES SLUMP!

On January 1, 1960—when most people are thinking about snow tires, overcoats and runny noses—Sales Management will devote a major part of its issue to the theme:

**Plan Now, Budget Now, Take Action Now to . . .
BEAT THE SUMMER SALES SLUMP!**

Why? Because that's when the planning has to start. Not in May or June. That's when alert companies determine that they will not be taken in this summer by the malicious myth that a hot-weather sales sag is inevitable.

The issue—sporting a bright summery cover despite the dateline—will be jam-packed with articles and features and case histories that are specifically designed to help you fill in the summer valley on your sales chart.

SALES MANAGEMENT

Two ways to make a Dream
come True in...

PHOENIX

Jokake Inn

Have a luxurious experience at Arizona's most famous western-resort. Horseback riding, mountain trails, over-night pack parties, chuck wagon dinners. Swimming in patio pool, tennis, putting green, roque, shuffleboard, square dancing. Children welcome.

PARADISE inn

Relax and enjoy Arizona's most beautiful vacation club. 100 room resort with every desert pleasure—recreation—amusement. Music—dancing—social director. Steak fries. Breakfast horseback rides, swimming pool parties. Golf and tennis. Beautiful rooms—suites in lodge, cottages.

Beautifully landscaped—
Open November thru April.
Alsonett Management. Write
for reservation—information.

bly and Beater Department," quickly became the major item. Ultimately, we found ourselves on a 24-hour operation on all three sets of tools, bringing in a fourth set for stand-by."

With an eye to accelerating current sales success, Ekco plans to incorporate a new material into the beater itself, which will provide smoother operation and will increase the life of the beater. Briefly, this means that the product will be greatly improved, creating new sales, at no increase in cost.

The primary role of the one-hander was to improve the stamped beater business. Ekco has 14 other models of the stamped beater and, to date, the introduction of the one-hand model has resulted in a 10-time jump in volume for the beater line — a 1,000% increase.

With the Ekco-Autoyre Division accounting for approximately one-quarter of the annual sales volume of Ekco Products Co. (1958: \$56,328,000), the "little-old" one-hand beater is expected to increase overall dollar volume for the division by a full 10%. ♦

An Ad Man's View of Advertising

"Advertising is what you do when you can't send a salesman or when you don't know who to write a letter to, to make a proposition. If there is anything more to it than this, it is only that advertising is sometimes used to impress somebody with something before a salesman calls. But this is rare.

"The economics of advertising are beyond doubt and beyond question because advertising is the only affordable means to tell large numbers of people about new products and new services and to maintain sales competitively in a sharply competitive time and place . . . It is the cheapest way ever invented to talk to people beyond the reach of your own voice . . . [It is] the only economical means yet discovered for communicating news about products and services broadly." — Fairfax M. Cone, Chairman of the Executive Committee, Foote, Cone & Belding, before the Advertising Federation of America.

Operation Gift Wrap: London Records Thinks Positively

\$70,000 in gift wrappings given to record dealers and a \$150,000 ad campaign mark London Records' attempt to cure the 'sick' record field. Eying a new market, the company is promoting records as replacements for candy and flowers for gift giving.

"The record business is sick. Price cutting is rampant. The larger outlets reduce prices and drive the smaller ones out of business. There are only about 2,000 record dealers doing about 80% of the business. There should be four or five thousand. To make matters worse, the three giants in the industry (Capitol, Columbia, RCA) are cutting their own dealers' throats by operating mail order record clubs. I wish we could do more to remedy the situation, but, after all, we only represent 10% of the business."

Lee Hartstone, v-p for sales and advertising of London Records, Inc., New York, has a legitimate complaint. But more than that, he has a plan that he hopes will offer at least a partial remedy to the ailing field. London is working furiously to open up the latent market for gift records.

All this year, London has been running an "Operation Dealer Support" program designed primarily to help Mr. Average Record Dealer make a profit. The first four parts of the program dealt primarily with reducing the dealer's inventory and investment risks which, the company feels, are unnaturally great under the usual marketing programs of the major makers. The fifth phase, opening up the gift market, is by far the most ambitious program yet undertaken by London.

Records have been used as gift items for years, but they are used relatively infrequently in the phase of gift giving that Hartstone wants to exploit: Records as replacements for the candy-flowers-liquor type of gift. "Christmas pretty much takes care of itself," he explains. "It's not that we can't increase the use of records as Christmas gifts, but the main advantage to dealers lies in the year-

pop or classic, stereo or monophonic...

records say it best

For any gift occasion... Give the Best... Give London Records

POPULAR SUGGESTIONS

CLASSICAL SUGGESTIONS

POP OR CLASSIC SUGGESTIONS

STREET YOUR LOCAL RECORD STORE OR DEPT.

• Select the records you want

• About the same price

• Free literature available

• All prices from \$2.98 and over

• Some new recordings are available, too, at the same price

LONDON RECORDS, INC.

1234 Broadway, New York 10013

FREE GIFT WRAPPING of records is the theme of this London-designed window, available to dealers who order 300 London records. Suggested uses for gift records play up day-to-day gift giving occasions to create a steady record demand throughout the year.

round gifts. Not only birthday and anniversaries, but impulse purchases of records as friendship gifts, 'thank you's' for a pleasant evening, and the like, hold a tremendous potential in day-to-day gift sales."

To be sure, other major record companies have gone through the motions of promoting records as gifts. But so far, none has come up with an integrated campaign the size of fifth-ranked ("a shade behind Decca") London's.

The campaign is designed to last

about two months, with the end coming just before the tidal wave of Christmas shopping begins. In this time, London is spending \$30,000 for sales promotion aids, \$150,000 for magazine advertising and \$70,000 for gift wrappings.

It is this gift-wrapping idea that is the basis for the London campaign. Before it got underway, the company commissioned the Tie-Tie gift wrappings division of Chicago Printed String Co. to develop a workable gift-wrapping department for record dealers. Top quality was specified.

Here are some of the features of the Tie-Tie department:

- A counter-top paper cutter that holds a ream roll of paper, a spool of ribbon, a roll of cellophane tape.
- A roll of gold-on-white paper. The design has a musical motif, is one of Tie-Tie's highest quality coated papers.
- A 250-yd. spool of red ribbon.
- 250 red plastic loops for extra-quick wrapping.
- 240 pre-made multiple bows with adhesive backing for quick application.

All of this, and the name London does not appear once. The campaign is being kept almost wholly institutional. The slogan of the campaign, "Pop or Classic, Stereo or Monophonic-Records Say It Best" likewise makes no mention of the company.

The London signature — and the names of a few London artists — appear in the magazine ads and on point-of-purchase display material, but the emphasis is always kept on the gift-record concept.

Hartstone expects the supply of gift wraps to hold out for about two months in dealers' shops. Officially,



ORCHAWAII SALES DIVISION
ORCHIDS OF HAWAII, INC.
 NATIONAL SALES OFFICE
 305 7th Ave. • New York 1, N. Y.
 Telephone ORegon 5-6500

HIRE SALESMEN THE EASY WAY

PHONE YOUR NEAREST
**NATIONAL PERSONNEL
 CONSULTANT**
 TO PLAN INTERVIEWS
 FOR YOU WITH
 QUALIFIED SALESMEN
 LIVING WHERE
 YOU NEED THEM



Since 1935

63
 COAST
 to
 COAST
 OFFICES

Write or phone for list of members
 and how they can help you.

HARRY C. VAUGHN — DIRECTOR
 37th FLOOR LEVEQUE TOWER
 COLUMBUS, OHIO — CA 1-2809

the dealer is supposed to purchase 300 London records to be eligible for the wrapping department, but the company unofficially approves of distributors' giving the departments to any dealer who expresses a strong enough interest in the promotion.

What happens when the gift wraps run out? Two things, Lee Hartstone hopes. Primarily, he hopes that the dealers will continue the promotion on their own. As the departments are given out, the names of the dealers are recorded. This list is sent to Tie-Tie, whose salesmen will make the follow-up calls. The Tie-Tie salesmen will try to sell the dealers more supplies to keep the promotion going indefinitely.

Hartstone's other hope is a little less likely to be realized immediately. He would like nothing better than to have the other record companies join the promotion. With their support, he feels, the success of the program would be insured. There have been no moves in this direction yet, however.

The results of the program so far have been mixed. "We have had no trouble getting dealers to take the departments," Hartstone says, "but it is often difficult to convince a retailer to do something the way it should be done, even if it is for his own good. Then, too, we have spotted a few who insist on hiding the gift wrap until Christmas, although this is exactly what we didn't want.

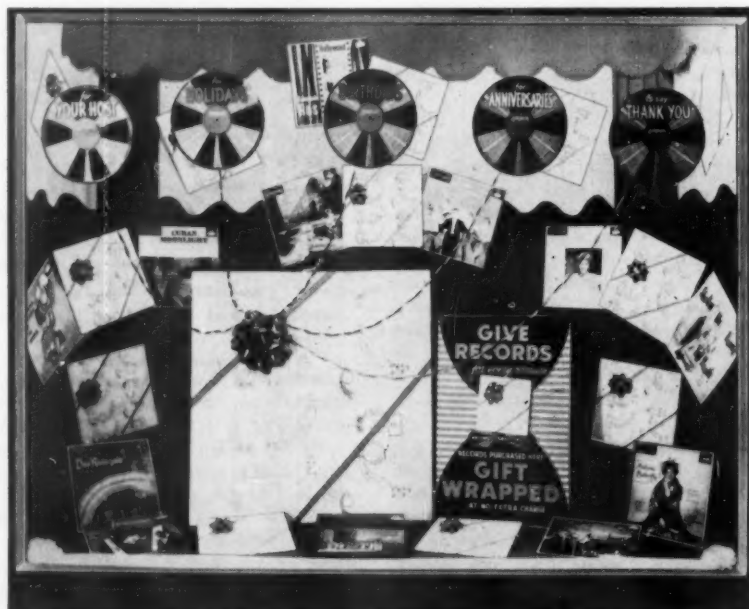
"As far as we know, there has been no effect on price cutting, and there probably won't be in the near future. A gift-wrapped record can be price-cut as easily as any other.

"We do hope for two things: Primarily, we look for an increase in the sales of participating dealers. We feel that the potential for this type of impulse-gift sales is great enough to result in as much as a 40% sales increase in some cases.

"Secondly, we hope to create an air of positive thinking in the field. If dealers and manufacturers realize the gains that can be made from a positive approach, there may ultimately be a decline in price cutting, manufacturer record clubs, and other negative approaches that now plague the field."

As an added "fringe benefit," the company does hope to sell a few more records by gaining dealer favor to the point where London will be the featured label in displays of suggested gift records.

After a slight reflective pause, Lee Hartstone makes one additional comment: "You know, it's damned ironic. All you hear about these days is the threat of foreign competition. But here we are, a subsidiary of a British corporation, selling records of which 90% are pressed in England, and we're the only company in the field trying to give the American retailer, and in the final analysis, the American companies, a decent break." ♦



TO BEST HELP DEALERS, London's magazine ads give top billing to the institutional theme, "records say it best" for gift occasions. Copy for London records takes the form of suggestions. Ad shows record wrapped in materials London gave dealers.



NOW
the more you
SHIP
the more you
SAVE

NEW LOW RATES WITH EAGER-BEAVER SERVICE!

You'll take advantage of new low Railway Express rates on certain products when you ship a total weight of over 300 lbs. on any one pickup. You can ship to as many destinations—as many different consignees—as you wish. We'll combine the weights of individual small shipments to help you meet the new incentive rate requirements.

For example, under old rates, shipping 10 packages whose combined weights amounted to 310 pounds from New York to 10 destinations throughout the country would have cost \$58.83. Under new rates—only \$37.00! You save \$21.83 or 37.1%.

We're busy as beavers these days putting into effect new incentive rates and many service improvements to solve your "small shipment problems." Next time you ship, call Railway Express—and see!



How to Be Sure The Customer Wants Your Product

One way is to pinpoint customer needs before designing a new product. Filmsort, a small company in the fast-growing microfilm field, does this by sending a task team to talk to prospective users.

Based on an interview with
DONALD W. McARTHUR
General Manager, The Filmsort Co.
Division of Minnesota Mining & Manufacturing Co.

Of the many problems involved in planning a successful new product, two of today's thorniest are:

- How can you be sure it will satisfy the customer's needs?

Some companies hesitate to contact prospective users lest they tip their hand to the competition. Others resort to the costly process of designing and building a product before determining how well it meets the customer's requirements.

- How can you get marketing and engineering to plan the product as a team?

In many engineering-oriented companies, it is still a case of the engineering department designing the product and then turning it over to the sales force to market at a profit. The job of the marketing executive is to bring the two together—to temper the salesman's enthusiasm and optimism about a product idea with factual informa-

tion; to inspire the engineer to develop products which meet customer needs, can be sold at a profit and developed within a reasonable period of time.

Solutions to both these problems are being put to work daily on a small-company basis by The Filmsort Co., a newly acquired division of Minnesota Mining & Manufacturing Co.

The solutions, declares Donald W. McArthur, general manager of Filmsort, are mandatory, particularly in such a volatile business as today's microfilm industry, where there is a new technical breakthrough almost every six months. Such a breakthrough, he notes, can obsolete an existing line of equipment or create a demand for new equipment.

A few years ago, Filmsort, a maker of microfilm equipment and aperture cards (see photo), found itself in the middle of a constantly expanding, shifting market — engineering communications. Filmsort was in company with such comparative giants as Eastman Kodak Co., Bell & Howell Co., and, at that time, Minnesota Mining & Manufacturing Co.

As the armed services and industry turned to microfilm and data processing techniques to improve engineering communications, the need for specialized products increased and grew more complex. As soon as one segment of the microfilm industry supplied a new process or product to fill a need, another part of the industry had to catch up or face the future with outmoded equipment.

► To cope with this situation, McArthur created a "task team" technique which makes sure a proposed product is what the customer wants. Like many good plans, this one succeeds largely because of its simplicity.

McArthur recognized that the users and planners of engineering communications systems would be the first to become aware of changes and new requirements. To contact key users and planners, he assigns specific product development projects to task teams of two men—one an engineer, the other a marketing man.

When Filmsort has an idea for a new product, the task teams go into the field and visit users and planners in three major markets: Government,

(continued on page 94)



FILMSORT'S GENERAL MANAGER, D. W. McArthur, inserts an aperture card into a large microfilm viewer. The card combines microfilm with data processing.



The choice of electrical equipment—like *any* plant equipment—is always based on these *twin* considerations:

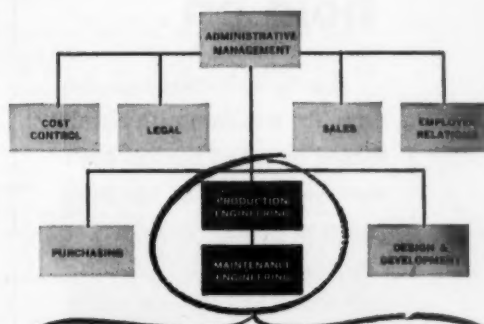
1. Its contribution to production efficiency.
2. Its trouble-free service life.

These are the *mutual* interests of the men in charge of production and maintenance engineering. They are inseparable, overlapping, interlocked.

Most industrial marketers recognize this mutuality of interest, this common information need. That's why they combine "Operating Instructions" with "Preventive Maintenance" in the same manual they deliver with their equipment.

But *only* MILL & FACTORY, of all industry-wide publications, recognizes the fact that these interests cannot be separated — *only* MILL & FACTORY serves *both* of these mutual interests editorially.

If your product has any bearing on improved productivity and/or low maintenance requirements, there's no more suitable medium for your advertising.



Mill & Factory is the only single publication edited 100% for the men known to be directly responsible for the methods, equipment and supplies used in Production and Maintenance.

Mill & Factory NBP IPA

205 East 42nd Street, New York 17, N. Y.
a Conover-Mast publication



Sometimes you have to hold on . . .

Linda can't stand alone because she was born with a malformed spine and her legs don't work very well. The March of Dimes will help children like Linda, crippled by such birth defects and by polio and arthritis. They *all* need your help.

JOIN THE
MARCH OF DIMES

■■■■ TOWARD GREATER VICTORIES ■■■■

What Does a New Product Mean to Your Company?

The answers of 91 industrial companies to this question were disclosed recently by H. C. Buell, vice president of marketing, P. R. Mallory & Co., Inc., an electronics firm headquartered at Indianapolis, Ind. At the Marketing Conference of the National Industrial Conference Board, Buell disclosed the results of a survey of how companies in five industries handle product planning. Their answers:

Percent of sales volume from new products introduced in the past five years . . . In the electronics industry (28 companies answering)—45%; in the basic materials industry (18 companies making steel, copper, glass, paper and rubber)—12%; in chemicals, pharmaceuticals and petroleum (15 companies)—26%; in business equipment (12 companies)—26%; and in industrial products (18 companies)—19%. Annual sales of these 91 firms ranged from \$8 million to \$600 million, averaging \$99 million.

Average number of new products introduced by each company in the past five years . . . Electronics—30 new products per company; basic materials—15; chemicals—12; business equipment—9; and industrial products—9.

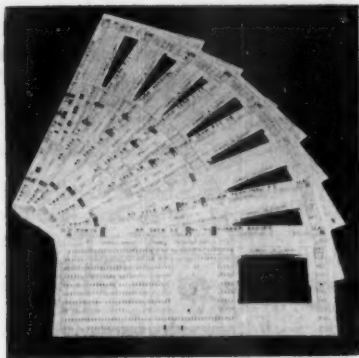
Percent discontinued of those products introduced in the past five years . . . Electronics—15% discontinued; basic materials—5%; chemicals—4%; business equipment—3%; and industrial products—9%.

Major reasons for discontinuing new products . . . Unprofitable—21 of the 91 companies; change in market—21; inadequate screening of the new product idea—16; and product obsolescence—15.

Primary sources of new product ideas . . . Sales department—in 64 of the 91 companies; customers—in 56 companies; engineering research—55; and a new product group or committee—40. Functions represented on product committees include: Sales—in 51 companies; production—41; engineering—39; and market research—33.

Average number of new products each company screened annually and selected for further study . . . Electronics—59 screened, 14 selected for study; basic materials—26 screened, 5 selected; chemicals—40 screened, 7 selected; business equipment—95 screened, 7 selected; and industrial products—79 screened, 17 selected.

Most important criteria in screening new products . . . Profit potential—in 83 of the 91 companies; compatibility with manufacturing facilities—73 companies; compatibility with present distribution—66; competitive status—51; cost of development—48; and diversification of product lines—41 companies. Only 45 of the 91 companies have a written procedure for screening and selecting new product ideas.



APERTURE CARDS speed record handling by permitting mechanical sorting.

centralized companies and decentralized companies.

This task-team technique, says McArthur, pays off in four big ways:

1. It helps show him what features a new product must have to succeed — before engineering appropriations and marketing plans are committed.
2. It provides information necessary for positive yes or no decisions.
3. It helps him spot additional product needs and act on them.
4. It helps Filmsort keep closer to actual customer needs.

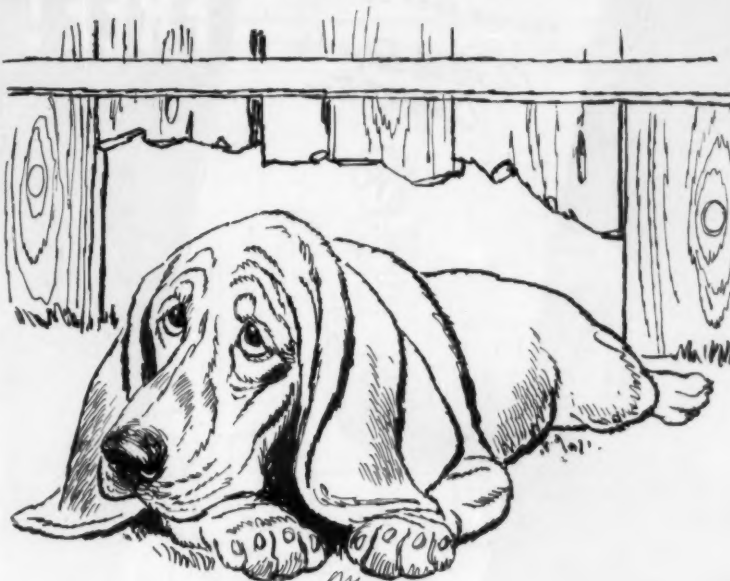
Proof that this approach works was found by McArthur when he was considering the introduction of a new microfilm reader. His task teams visited users for almost 120 days, then reported that the engineering communications market had the potential to support profitably a microfilm viewer designed specifically for such a need.

The team brought back additional design ideas from engineers interviewed at large companies. Out of the talks came the performance requirements that went into the new product. After it was launched early this year, only minor changes were needed as a result of field tests. The task team had pinpointed the major needs of the largest market.

With his product planning department, McArthur determines which projects will get the team treatment. As team assignments are in addition to normal operating duties, only projects that appear likely to fill specific needs receive this intensive study.

Within 90 to 120 days, the team canvassing the users must uncover the strengths and weaknesses of a proposed product. The team must recommend whether the project should be adopted or abandoned and, if adopted,

*"It's tough to be
left out of things"*



Why are DODGE subscribers' products and services accepted more often?

If you sell to the new construction market, the architect, his job captain and his spec writer on any job you go after are mighty important to you. There's often a definite advantage in being specified, but in any event you must be acceptable as an "or equal" or you haven't much chance of getting the business at all.

How to get the architect, job captain and spec writer on your side? It's simple. Make sure your salesman or agent calls on them just at the moment when they're looking for information and help on a *specific* job . . . when the welcome mat is out . . . before decisions have been made. That's simple, too — with DODGE REPORTS.

Dodge Reports — mailed daily direct to you, your salesman or your agents — tell who's going to build what and where, who the architect is, when plans are being prepared and bids wanted, and who's bidding . . . anywhere in the 37 Eastern states. You specify the area, types and size of construction projects you want covered. Dodge provides early and accurate information.

Learn how Dodge can provide you with a practical valuable *marketing control* . . . and put an end to trial-and-error sales calls in the field.

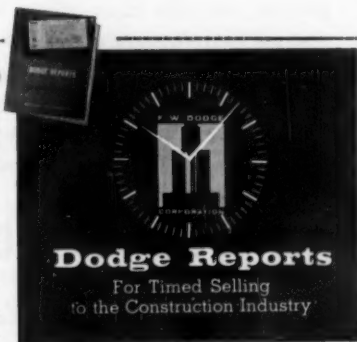
SEND FOR FREE BOOK

F. W. Dodge Corporation, Construction News Division
119 West 40th Street, New York 18, N. Y., Dept. SM119

Send me the book "Dodge Reports — How to Use Them Effectively" and let me see some typical Dodge Reports for my area. I am interested in the general markets checked below.

- ☐ House Construction ☐ General Building
☐ Engineering Projects (Heavy Construction)

Area _____
Name _____
Company _____
Address _____
City _____ Zone _____ State _____





FREE!

There's an easy and inexpensive way to add new sales power to your product, as well as create brand preference — it's with Veeder-Root Counters.

Built-in Veeder-Root Counters provide a deluxe type feature that promotes your product through the new magic words in industry: *Control*, automation, digital in-line readout, and human engineering.

These magic words mean extra value to your customers and prospects. They mean your product can offer more utility, function better, operate more accurately and stay sold longer.

Send for this new idea booklet . . . "A Fresh Edge on Competition". Five minutes of reading with a big pay-off in more sales power for your product. It's **FREE**, send for your copy, today.

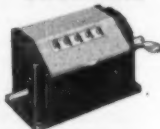
Veeder-Root

HARTFORD 2, CONNECTICUT

"The Name that Counts"

New York • Chicago • Los Angeles • San Francisco • Seattle
St. Louis • Greenville, S. C. • Altoona, Pa. • Montreal
Offices and Agents in other principal cities

TYPICAL V-R COUNTERS



High speed counters — mechanical, electrical, electronic — can control all types of operations and machines.



Revolution, geared and ratchet counters can be easily built-in for controlling any kind of motion.



Remote Data Readout Counters typify newer controlling concepts for automation, remote control, tape control, and production control.



VR-71

what approach is most likely to succeed.

The customers and future users often come up with a new idea or specification needed to make a product profitable. Frequently, their technical assistance keeps a project on the right track.

The team, gathering material for a specific project, often sees another immediate or projected need for upgrading present equipment or introducing other products. This need is passed on to McArthur for his evaluation. Such by-product information has alerted Filmsort to further development and improvement of equipment long before the actual need is generally recognized.

By turning over the team's evaluation to his full staff, well before Filmsort is committed to a project, McArthur finds that many problems are solved before engineering appropriations and marketing plans are set up.

Once the team answer is affirmative and the weaknesses of a proposed product overcome, McArthur studies a detailed product-proposal before making a final decision. As soon as he gives the go-ahead signal, the engineer on the task team is assigned to the development effort.

This assignment enables the engineering section to take advantage of firsthand knowledge of the market's prospective needs. When the product is ready to be sold, the marketing man on the team returns to the project to help launch the product.

McArthur finds that asking for the customer's cooperation in designing a product frequently has the added benefit of pre-selling him on it. The user, feeling he has participated in the development of a product, may be more favorably disposed toward buying when the salesman calls. ♦ JP

The Danger of Becoming Smug

"I think we should remember that success is only on consignment," said Richard E. Deems, executive vice president, Hearst Magazines, "and that too great satisfaction over a job well done . . . can be dangerous."

This is an idea worth repeating and repeating at your next sales meeting, and including in your next bulletin to salesmen.

by the carload



Charlotte, biggest market in the Carolinas, is one of the Southeast's leading distribution points. Doing business by carload lots, Charlotte rings up wholesale sales of better than a billion dollars a year — more than any metropolitan area between Washington and Atlanta.

Of boxcar proportions, too, is the circulation of The Charlotte Observer-The Charlotte News.

Saturation coverage of Charlotte itself is just the first step in the job it does for advertisers. In toto, the Zone of Influence* of The Charlotte Observer-The Charlotte News, a single media buy, represents a market *seven times* the size of Metropolitan Charlotte: a cohesive 39-county

empire, with population nearly two million and annual retail sales in excess of a billion and a half dollars.**

Just as Charlotte is the biggest market in the Carolinas, so The Charlotte Observer-The Charlotte News is the biggest newspaper buy in the Carolinas — and then some!

There are, in fact, only 43 cities in the entire U. S. where you can buy more circulation.

* Contiguous counties where Observer-News circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.

**1959 Sales Management Survey of Buying Power.

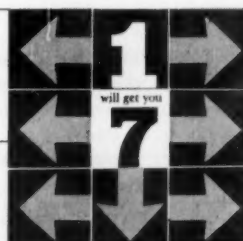
THE CHARLOTTE OBSERVER

THE CHARLOTTE NEWS

A
TOP TEN
BRANDS
MARKET

Charlotte, N. C. • Daily Circulation over 222,000

Represented by
The Katz Agency, Inc.
Newspaper Division



Red Motley Talks About Alcoholism

(continued from page 37)

increasingly frequent intervals. The sort of place where they boiled me out, got me off the chandeliers and set up for the next bout. This solved nothing. I repeat: Total commitment is the only answer.

"But I don't go along with the theory that alcoholism is due to a chemical deficiency. Maybe it is; lots of fine researchers believe it. Still, I cannot agree that this is a sickness of the body or a malfunction of the glands. And I'll bet more economic and social unhappiness comes from sex excesses than from alcohol. Alcohol is more easily and more highly publicized."

He believes it is the human element that is the important factor in the alcoholic's rehabilitation. Yet he does not discount medical science's part.

"Alcoholics Anonymous is the biggest and greatest single agent working today with the problem. I think it is more important than medical science's efforts. But the answer, ultimately, must be within the man himself. I applaud Management's current efforts to salvage its alcoholics. Yet I am sure you cannot salvage a man who does not, himself, want to be salvaged. You cannot salvage the weak sister who simply wants to have a prop on which to lean.

"The way to cure alcoholism is to prevent it."

And to prevent it, he thinks, you must start with the child.

"I married into a French-Swiss family with the continental point of view about drinking. Our children were always taught that drinking should be a social grace, not a panacea. They were permitted to have a non-alcoholic cocktail with us when we had our real one before dinner. Later they were given a small glass of a good wine with their dinner. In our case this has worked well. We tried

to teach our children to appreciate the values of social drinking. And when my daughter went off to college and saw how some of her classmates, who had not been given her appreciation, abused drink, she wrote me in gratitude for the point of view we had fostered.

"We should guard against the feeling that the problem of alcoholism results from alcohol. It results from the individual—his background, his social values.

"Any good thing can be abused.

"There's the eternal problem of the married man who continually rocks the marital boat. This is not to say that sex is evil and we should pass laws to prevent it.

"And don't forget the businessman who has become so dedicated to work that he has lost sight of his family. He is escaping as surely as is the alcoholic. His alibi is: 'But I've got to make a living!'

"I mention these things because they are all part of the individual's problems in handling the business of living. Society pays the penalties inherent in such waste. Few people have never been guilty of some wasteful excess. The problem is not the average but the exception, the man whose excesses are compulsive and continuous. He's in bad trouble. When he goes far enough down the road and finds he cannot cope with the problem he may be too late for help."

What would Motley do for an employee who came to him with an alcoholic problem?

"I'd make him, if possible, realize that the problem was not alcohol but himself. I would, and do, try to get him to see that if he wants to beat the rap he can do it. I would certainly suggest that he go to AA. And I'd try to see if there was some personal reason for his drinking—financial difficulties, troubles at home, troubles within himself. I'd make him see that the answer has to be found within himself and only with total commitment."

Red Motley is a strong character. What of the character who isn't as strong as he? He lifts both hands . . .

"If he desperately wants to beat his particular devil he'll find the strength." ♦ HW

How Your Five Publics Judge You

BANKERS think a business is well-managed when:

- Earnings are regular.
- Growth is steady.
- The cash position is good.
- Debt is well-managed.
- Adequate depreciation is taken.
- Continuity of management is assured.

CUSTOMERS think a business is well-managed when:

- Deliveries are made promptly.
- Products are up to standard.
- Statements are rendered on time.
- Salesmen call at regular intervals.
- Remedial steps are taken promptly.

EMPLOYEES think a business is well-managed when:

- Efficient equipment is provided.
- Salary or wage scale is adequate and understood.
- A clean, attractive work place is provided.
- Helpful and sympathetic supervision is given.

They are offered opportunities to think for themselves.

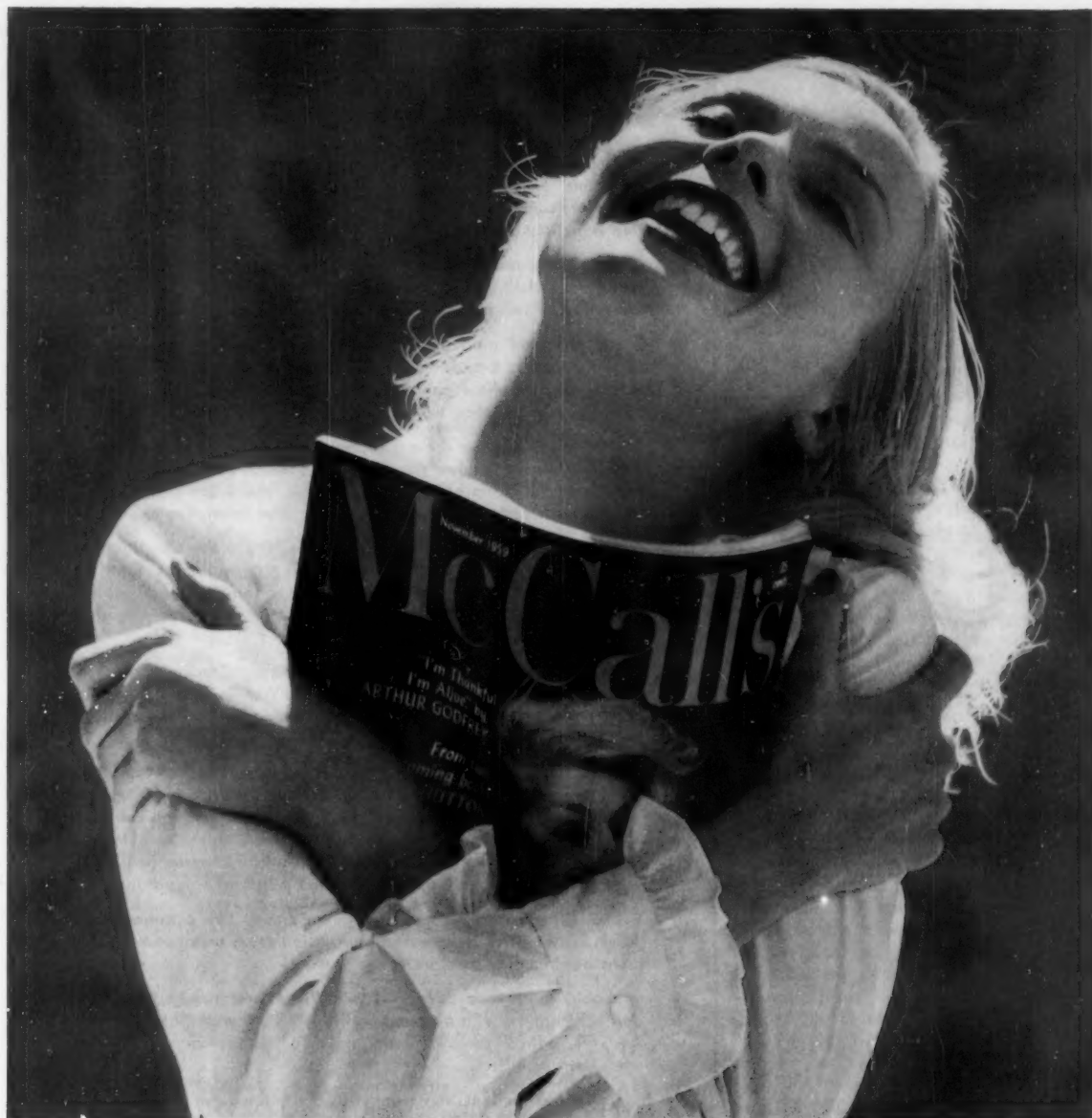
SUPPLIERS think a business is well-managed when:

- Orders are clearly stated.
- Shipments are promptly accepted.
- Bills are paid on time and discounted.
- Rush orders are held to a minimum.

THE PUBLIC thinks a business is well-managed when:

- Facilities are attractive and orderly.
- Customers and employees enjoy extras.
- Contributions to the community exceed costs.
- Educational, church and cultural projects are supported.
- New opportunities for local enterprise are created.

—from the booklet, "How to Analyze Your Management," published by Cities Service Petroleum, Inc.



LOVE STORY

Love cannot be denied. At the newsstand, sensitive as a seismograph to spontaneous demand, McCall's circulation increases these recent months have been overwhelmingly highest in the field. Out of this growth now comes a significant announcement:

McCall's circulation guarantee of 6,000,000 will become effective as of May, 1960. (Actually, the December, 1959, issue will be delivering well in excess of this figure.)

As of the May issue, McCall's cost-per-thousand for four-color and four-color bleed will continue to be by far the lowest in the women's field. A four-color, or four-color bleed, page will be \$28,560 (unchanged from the 5,700,000 guarantee rate previously announced). Black-and-white will be \$22,990. (Increasing circulation bonuses will add considerably to the value!)

We know that women will love us more than ever in 1960. We know McCall's advertising lineage gains for the last six months are gratifyingly the highest in the field. Here are facts on how McCall's will continue to be the best advertising buy in America:

COMPARATIVE COSTS PER THOUSAND				
	4-Color Page	4-Color Bleed Page	B&W Page	B&W Bleed Page
McCall's 6,000,000 Guaranteed—May, 1960	\$4.76	\$4.76	\$3.83	\$3.83
Ladies' Home Journal 6,000,000 Rate Base—January, 1960	5.00	5.75	3.78	4.34
Good Housekeeping 4,300,000 Rate Base—February, 1960	5.35	5.88	3.88	4.27

Honor Awards

(continued from page 39)

panies sweeten the honor with tangibles like cash, company stock, bonds, or fine merchandise.

A particularly generous award goes to the "Outstanding Salesman" at Schering Corp., Bloomfield, N. J. V-P Herman W. Leitzow says that besides the honor, his company throws in \$500 in cash, a trip to the home office with wife, and a free week at New York's Waldorf-Astoria Hotel. Schering picks the man who is in the top 5% of sales volume and ranks first in calls, orders, ratio of calls to orders, etc.

The "Man of the Year" at National Presto Industries, Inc., Eau Claire, Wis., gets a trophy and 50 silver dollars. According to R. C. Warren, general sales manager, the winner has to: "be outstanding in sales; show excellent progress over the past year; show good administration, and an indication of ability to move ahead within the organization."

Several panelists—among them J. A. McNay, v-p, marketing, Electric Storage Battery Co., Philadelphia, and 1959-60 president of NSE—say they follow the National Sales Executives' prescribed yardsticks for a "Distinguished Salesman's Award."

Robert B. Winkler, v-p and general sales manager, Durant Manufacturing Co., Milwaukee, reports that his outfit salutes an "Outstanding Salesman of the Year" with honors only — a plaque and key. "All men are judged on the basis of percent over quota, percent increase in sales over previous year, and best office organization and territory planning," he says.

31.5% have a group of awards to honor several salesmen. These honor awards too, are usually accompanied by cash, merchandise, trips and the like. Often recipients of these awards are the runners-up for the top crown.

At Carling Brewing Co., Inc., Cleveland, the top salesman in each region—selected by the division sales manager and his assistant—gets a plaque, Carling's president, Ian R. Dowie reports.

Awards are handed out to salesmen who achieve specified objectives for new business at The Patterson-Sargent Co., Cleveland, according to I. C. Black, v-p.

A special dinner attended by the v-p, sales—plus cash—are the honors reserved for men who show greatest increases in dollar sales and new customers, and the best job of sales vs. quota—all this from Bruce A. Fleming,

How Panelists' Companies Dole out Honors

In addition to asking panel members what honor awards they offer and on what basis, we asked for appraisals on a number of factors concerning such awards. Here are some of the questions, and panelists' replies:

Does our panelist believe that his awards program has been a factor in creating and maintaining morale on the sales force? Thirty-four members consider it a major influence, 44 rate it minor.

It's a "good motivator—'pressure from peers,'" says Harvey M. Rasmussen, v-p, sales, The Rapids-Standard Co., Inc., Grand Rapids, Mich.—whose company has top-honor and group awards as well as length-of-service honors.

"There are always some disappointed people who do not win. I don't think it is an important morale factor," counters J. K. Hubbard, director of marketing, Pillsbury Co., Feed & Soy Div., Clinton, Iowa. His company awards a top-honor and team trophy.

Back to the pro's—Walter E. Blake, Heating & Air Conditioning Div., Stewart-Warner Corp., Lebanon, Ind., maintains that his firm's awards (top-honor, group, "club" and length-of-service) "assist the entire performance and cooperation during the year with all departments."

On the other side, Douglas M. H. Chandler, director of marketing, Rinn Corp., Chicago, announces, "We do not believe in 'awards'—we believe the strongest 'producer' is a monetary 'reward.'" Rinn offers no honor awards.

On Chandler's side is R. J. Lusher, president, Signal Chemical Manufacturing Co., Inc., Bedford, Ohio, who says: "A pat on the back or a kick in the pants at appropriate times, and the constant reminder that they are members of the 'best' sales force in our field seems to keep everyone happy and full of confidence. Signal has no awards, merely publishes monthly lists of sales standings.

L. L. Higbee, trade sales manager, General Tire & Rubber Co., Akron, says: "The hunger for recognition from childhood till the last stage remains constant."

Should honor-awards plans, to achieve best results, put men into competition with each other, or with their own past records? Answers: 61 for competing among men, 60 for competing with one's own record.

Do our respondents think honor-award plans have any negative results in terms of disappointment to non-winners? Yes: 52, No: 73.

Do they feel that their honor-award plans have produced any effect in:

1. Rousing interest in the type of man who has reached a sort of plateau—who is pretty satisfied with his income? Yes: 65%
2. Stimulating self-study programs to improve sales techniques? Yes: 52%
3. Getting men to put in "that extra hour"? Yes: 75%
4. Helping to build the kind of work-climate which provides job-satisfaction values? Yes: 83%

(Figures and percentages in each case based on total number of panelists who answered the question.)



It takes more than luck to find one . . .

In the building industry, you've got to know where they grow. And, only Architectural FORUM cultivates them—the 4-leaf architect, engineer, contractor, client species. No one else does. What makes our clover unique is that fourth leaf—the client.

All buildings *start* with the client. Since he, in essence, is “buying” a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

As the building market continues to grow, so, too, will the number of building clients grow. And FORUM is the *only* magazine whose growth keeps pace with the building industry itself.

With the biggest circulation in the field—60,000—FORUM *alone* is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions?

Here's one indication:

Of FORUM's 21,000 client subscribers, 89% are concerned with building matters within their companies and 70% of these companies change building product specifications.*

*In FORUM you'll be
in clover because . . .*

**FORUM DELIVERS THE
ENTIRE SPECIFYING
AND BUYING POWER OF
THE BUILDING MARKET**



*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy, 9 Rockefeller Plaza, New York 20, New York.

v-p, sales, at Edwin L. Wiegand Co., Pittsburgh.

R. E. Maxfield, sales manager, The National Ideal Co., Hicksville, Ohio, says the top five men get "Hi-5" certificates and pins to mark their exalted rank.

The first ten salesmen to sign up 100% dealers get fine wrist watches, we learn from L. L. Higbee, trade sales manager, General Tire & Rubber Co., Akron.

13.3% have an honor "club" plan. Some of these exclusive clubs are strictly an honor, some carry more worldly rewards along with membership. These organizations are usually predicated on quota achievement. Some companies name the club for the objective, as for instance, the "\$100,000 Club" for salesmen who top that much in orders (see check-up chart).

A "100% Club" has been operating for 24 years at Standard Register Co., Dayton. Membership, according to Robert Zinn, v-p, sales, is based on full achievement of quota (overall volume and new business).

Fred S. Ehrman, president, Marketing Div., Bowser, Inc., Fort Wayne, tells us that after the top winner (first to exceed quota) becomes president of

the "Star Salesman's Club," the second man to go over quota becomes v-p of the "club," the third man is secretary and the fourth, treasurer. All receive common stock in addition.

O. R. Slauson, v-p, sales, Ray-O-Vac Co., Madison, Wis., says that his company's two-year-old "Top Ten Club" accepts the top ten salesmen judged on performance against quota in two product categories.

The seven-year-old "Hurdler's Club" at The Fyr-Fyter Co., Newark, N. J., requires 100% of sales forecast or better, says Paul R. Warren, gsm.

8.3% sponsor a largely honorary award for middle-management men. Most of these awards go to regional, district or zone managers.

Dan R. Cannon, general sales manager, Mueller Co., Decatur, Ill., says the award—cash—goes to managers who do the best job of developing a section, personnel, public relations, profit, product acceptance, new accounts.

North American Van Lines, Inc., Fort Wayne, Ind., hands out a "Big Wheel" and "Little Wheel" award for zone and regional managers respectively, we're informed by W. L. Snelts, v-p and director of sales.

13.8% sponsor a "team" award for the top district office as a whole. Bal-four, Guthrie & Co., Ltd., Fresno, Cal., awards cash and a quarterly plaque to the district team that comes out best on an evaluation of total sales, percent of increase, relation of selling cost to profits, and new accounts. Marketing Director E. H. Klaus says that the plaque remains at the district headquarters and that "the cash almost always goes to some common purpose such as supporting a ball or bowling team, or financing a social event."

At Pillsbury Co., Feed & Soy Div., Clinton, Iowa, there's a trophy and a dinner party for the team that produces the highest tonnage for September through December, Marketing Director J. K. Hubbard reports.

Benjamin Moore & Co., New York, also gives out a permanent trophy to the branch which not only chalks up the highest sales, "but comes out best on a weighted average of all-around progress, production, profit, etc." This from M. R. Wingfield, v-p and general sales manager.

31.5% sponsor service or seniority awards. Most of these are accompanied by pins, buttons, watches and

FOR THE EXECUTIVE CONCERNED WITH THE MOVEMENT AND RELOCATION OF PERSONNEL

Now! move with confidence

Call in your local Atlas Agent to discuss personnel movement and relocation on an individual move or long term basis . . . and you've taken a giant step forward in relieving yourself of one of your more persistent, periodic problems.

Here's why . . .

- The Atlas agent fits himself quickly into your departmental methods . . . from the beginning can relieve you of many details.
- Atlas service is economical . . . your cost of transferring families goes down.
- Atlas service is geared to increased customer satisfaction . . . your employee morale goes up during a critical period.

Look for Your Atlas Agent in the Yellow Pages of
Your Phone Book . . . He is a leading Household
Goods Mover in Your Community



Single-Line
and Nationwide
Local . . . Long-Distance
Moving . . . Storage

ATLAS

VAN-LINES, INC.

General Offices:
6244 South Ashland, Chicago 36

other (usually gold) memorabilia.

Next, we asked . . .

1. How do you promote your awards to create and maintain interest in them?

Most popular devices, in order of mention:

- Publicity in house organs.
- Frequent mention at sales meetings.
- Personal letters from sales chief or other home office executives.
- Special promotional pieces sent to men's homes.
- Special mailings to men's wives.
- Bulletin board reminders.
- Mentions in sales newsletter.
- Monthly ranking sheets.

2. How do you stage the presentations of awards?

Occasion: Majority of panelists report that presentation ceremonies are held at a special dinner, or at the national sales convention. Some pick a luncheon, others, their regular sales meetings or the Christmas party.

Wife's participation: Most of our panelists do **not** invite the little woman along to witness her husband's triumph. The ones that do, however, usually give her some kind of gift—a corsage, appliance, bond, or special dinner. Several respondents say they send congratulatory letters or telegrams to wives, or telephone them personally when their husbands win honor awards.

One dissent on the question of involving wives in the race comes from Klaus of Balfour, Guthrie & Co.: "We're not going to have our men being lambasted by their wives," he says. "The pressures of business are tough enough without continuing them at home."

Publicity: Company house organs, local newspapers in towns where winners live, and trade papers are most commonly used publicity outlets. Some companies post winners' photos in home and/or branch offices, send letters to winners' customers telling them of the honor, and print the emblem of the award on winners' business cards.

Other "dress-up" techniques: Sending photos of the presentations to the winners.

One company now has its four winners—instead of outside speakers—address its national convention. Selling tips straight from the top men are more believable to the rest of the sales force than any other expert's. The company then sends photos of the speakers in action to their wives. ♦

There's No End . . .

. . . to the uses for a soft, warm, sports blanket. At picnics, camping, in the stadium, it's an outstanding business gift.

But what about one for your own family? Wouldn't it be used constantly? Good giving, you know, begins at home. Blankets and robes are among the hundreds of good ideas listed in the Business Gift Issue, September 10, 1959.

Turn to it first, when seeking a guide to both business and personal giving.

The handy product index to the 220-page issue will solve your shopping problems all year.

Sales Management

BUSINESS GIFT ISSUE

September 10, 1959

630 Third Avenue, New York 17, N. Y.



"Slow, and your's?"

1000 SALES IDEAS ONLY \$10

Successful ideas from
successful companies on

**SALES, MERCHANDISING
ADVERTISING, PROMOTION!**

Each month, for a year, you receive
Briefed with its 100 or more sales-tested,
profitable experiences . . . showing results
produced . . . as reported in the nation's
leading business and trade publications.
Adapt them to your own profitable use.
Worth many times the \$10 you send!

BRIEFED

400 Madison Ave., (Dept. SM) N. Y. 17

what's your audience?



Dealers, jobbers, salesmen, servicemen, prospects? With a motion picture you can talk to any audience. . . . Warning: select an experienced producer.

Atlas Film Corporation

OAK PARK, ILL.
CHICAGO PHONE: AUSTIN 7-8620
WASHINGTON • CHICAGO • HOLLYWOOD

SALES MANAGER—

for O.T.C. Drug Manufacturer

Must be experienced in planning sales and marketing strategy and policy, directing and maintaining sales organization calling on drug trade exclusively. A rare opportunity for a skilled leader to build his own future. Age 35-55. Send complete resume in confidence to Box 4057.

**Plus 4 Million Tourists Annually*



The 100%
POSTER TEST
Cities U.S.A.

**A BONUS of National coverage at local rates by Picked*

1960 ANNIVERSARY LIST—\$10

Over 300 organizations 25, 30, 40, 50, 75, 100 years old in 1960. Compiled by author of Business Founding Date Directory (but not duplicating names in directory). \$10.

ETNA M. KELLEY

647 Hudson St., New York 14, N. Y.

EXECUTIVE SHIFTS IN THE SALES WORLD

Acme Industries, Inc. . . .

Robert C. Robertson, former sales director, named vice president, sales.

Anemostat Corp. of America . . .

William F. Peters appointed general sales manager.

Caloric Appliance Corp. . . .

Robert Lawrence becomes marketing manager.

Ciba Pharmaceutical Products, Inc. . . .

Paul W. Roder appointed vice president in charge of marketing.

Clinton Engines Corp. . . .

Cletus V. Erlacher, Jr., named vice president and general sales manager.

The Electric Autolite Co. . . .

William F. Connolly named general sales manager, Replacement Sales Division.

Hughes Tool Co. . . .

Maynard E. Montrose, former vice president, sales, becomes senior vice

president and general manager. W. H. Siems becomes vice president, sales.

Minnesota Mining & Manufacturing Co. . . .

Joseph C. Duke named executive vice president for sales administration and public relations, a newly created position.

The Sharples Corp. . . .

John J. Serrell made vice president in charge of worldwide sales.

The Stanley Works . . .

Rodman W. Chamberlain, Jr., appointed to new post of national account sales manager.

United States Rubber Co. . . .

Dewey F. Gross named sales manager for Fisk tires. Harold B. Wright appointed sales manager of Royalite plastics.

Ward Baking Co. . . .

James A. Kirkman, Jr., appointed executive vice president for marketing.

White & Wyckoff Mfg. Co. . . .

Ralph T. Soulby made general sales manager.



THE JUDGES AND THE JUDGED. Some Bay State Devco & Reynolds salesman got a chance to paint Paris red when these judges finished their job. (l to r) William A. Phair, editor, *Hardware Age*; Philip Salisbury, publisher and editor, *Sales Management*, and J. W. Parshall, executive editor, *Building Supply News*. Paint dealers and their employees submitted statements on any of five subjects of interest to paint industry. Prizes: weekend for two in Paris, ditto at Sun Valley, and a color TV.

AMA News	7
Agency: Jordan, Sieber & Corbett, Inc.	
Aero Mayflower Transit Co.	28
Agency: Caldwell, Larkin & Siderer-Van Riper, Inc.	
Architectural Forum	101
Agency: Adams & Keyes, Inc.	
Architectural Record	30-31
American Telephone & Telegraph Company (Classified)	55
Agency: Cunningham & Walsh, Inc.	
Atlas Film Corp.	104
Atlas Van Lines, Inc.	102
Agency: Garfield-Linn Company	

Briefed Publishing, Inc.	104
Agency: Doner & Peck, Inc.	
Leo Burnett Company	1

CBS-TV Spot Sales	20-21
Campbell-Ewald Company	80
Charlotte News-Observer	97
Agency: Bennett Advertising, Inc.	
Chicago Tribune	4th Cover
Agency: Foote, Cone & Belding	
Columbia Records	61
Agency: McCann-Erickson Corp.	
Consulting Engineer	74-86
Agency: Waldie & Briggs, Inc.	
Container Corp. of America	8
Agency: N. W. Ayer & Son, Inc.	
Corinthian Stations	26-27
Agency: Henry J. Kaufman & Associates	
Cunningham & Walsh, Inc.	78

Dartnell Corp.	25
Denver Chicago Trucking Company	45
Agency: Galen E. Broyles Company, Inc.	
Detroit Free Press	70
Agency: Karl G. Behr Advertising Agency, Inc.	
Dobackman Company	32
Agency: Anderson & Cairns, Inc.	
F. W. Dodge Corp. (Dodge Reports)	95
Agency: G. M. Basford Company	
Dow Chemical Corporation	22-23
Agency: MacManus, John & Adams, Inc.	

Eastman Kodak Company (Audio-Visual) ..	71
Agency: The Rumrill Company, Inc.	
Executive House	25
Agency: Ollan & Bronner, Inc.	

Fast Food	48
First 3 Markets Group	84
Agency: Goid & Tierney Inc.	

General Outdoor Advertising	3rd Cover
Agency: McCann-Erickson, Inc.	
Good Housekeeping	49
Agency: Ellington & Company	
Greensboro News-Record	46
Agency: Henry J. Kaufman & Associates	

Hardware Retailer	52
Agency: Fuller & Smith & Ross, Inc.	
Hearst Magazines	10-11
Agency: Lynn Baker, Inc.	
Hospitals, Journal of the American Hospital Association	2, 3
Agency: Bernard J. Hahn & Associates	

Joke-Paradise Inn	88
Agency: Ladd, Southward & Bentley, Inc.	

Keeney Publishing Company	24
Agency: McLain & Associates Advertising	

ADVERTISERS' INDEX

This Index is provided as an additional service. The publisher does not assume any liability for errors or omissions.



ADVERTISING SALES

VICE PRESIDENT, SALES

Randy Brown

SALES PROMOTION MANAGER

Philip L. Patterson

ADMINISTRATIVE ASSISTANT

Edward S. Hoffman

Asst. to Vice President, Sales

Cecelia Santoro

ADV. SERVICE MANAGER

Madeleine Singleton

PRODUCTION MANAGER

Virginia New

DIVISION SALES MANAGERS

New York—W. E. Dunsby, Wm. McClenaghan, Elliot Hague Robert B. Hicks, Dan Callanan, F. C. Kendall, Ormond Black, 630 Third Ave., New York 17, N. Y., YUkon 6-4800.

Chicago—C. E. Lovejoy, Jr., Western General Manager; W. J. Carmichael, Western Advertising Director; John W. Pearce, Western Sales Manager; Thomas S. Turner, Robert T. Coughlin, 333 N. Michigan Ave., Chicago 1, Ill., State 2-1266; Office Mgr., Vera Lindberg.

Pacific Coast—Warwick S. Carpenter, 15 East de la Guerra, Santa Barbara, Calif., WOodland 2-3612, Pacific Coast Manager: Northern California, Washington and Oregon, M. A. Kimball Co., 2550 Beverly Boulevard, Los Angeles 57, Cal., DUmkirk 8-6178; or 681 Market St., San Francisco 5, Cal., EXbrook 2-3365.

Ladies' Home Journal	2nd Cover
Agency: Doherty, Clifford, Steers & Shenfield, Inc.	
Look Magazine	47
Agency: McCann-Erickson, Inc.	
Louisville Courier-Journal & Times	87
Agency: Zimmer-McClaskey Inc.	

McCall's Magazine	99
Agency: Grey Advertising Agency, Inc.	

McGraw-Hill Publishing Company	62-63
Agency: Fuller & Smith & Ross, Inc.	
Midwest Farm Paper Unit	75
Agency: Olmsted & Foley, Inc.	
Mill & Factory	93
Agency: Schuyler Hopper Company	
Milwaukee Journal	5
Agency: Klau-Van Pletersom-Dunlap, Inc.	
Moline Dispatch	12
Agency: Clem T. Hanson Company	
Monsanto Chemical Company	56-57
Agency: Needham, Louis & Brorby, Inc.	

Nassau Company	60
Agency: Frank Advertising Agency	
National Personnel Consultants	90
New Equipment Digest	82
Agency: Beaumont, Heller & Sperling, Inc.	
Newsweek	13
Agency: Fletcher Richards, Calkins & Holden, Inc.	
New York News	69
Agency: L. E. McGivern & Company, Inc.	
New Yorker	19
Agency: Anderson & Cairns, Inc.	

Orchids of Hawaii, Inc.	90
Agency: Jerry Goldstein Advertising	
Outdoor Advertising, Inc.	29
Agency: Marschalk & Pratt	

Harry H. Packer Company	104
Agency: Gillham Advertising Agency	
Philadelphia Bulletin	6
Agency: N. W. Ayer & Son, Inc.	
Philadelphia Inquirer	16
Agency: Al Paul Lefton Company	

Railway Express Agency	91
Agency: Benton & Bowles, Inc.	
Rock Island Argus	12
Agency: Clem T. Hanson Company	

Salt Lake Tribune, Desert News & Telegram ..	81
Agency: Francom Advertising Agency	
Saturday Evening Post	43
Agency: Batten, Barton, Durstine & Osborn, Inc.	
Sawyer's Inc.	74
Agency: Compton Advertising, Inc.	
Schieffelin & Company	79
Agency: Donahue & Coe, Inc.	
Sweet's Catalog Service	14-15
Agency: Muller, Jordan & Herrick	
Syracuse Newspapers	83
Agency: Doug Johnson Associates, Inc.	

Thomas Register	9
Agency: W. N. Hudson, Advertising	
Troy Record Newspapers	44

U. S. Industrial Chemicals Co.	65
Agency: G. M. Basford Company	

Veeder-Root	96
Agency: Sutherland-Abbott	

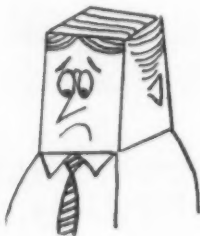
WHBF (Moline-Rock Island)	4
Agency: Clem T. Hanson Company	
Waring Products Corp.	68
Agency: Fuller & Smith & Ross, Inc.	
Western Union Telegraph Company	77
Agency: Benton & Bowles, Inc.	
Wheaton Van Lines	78
Agency: Poorman, Butler & Associates	

Enter the Carpet Bagger

One of our female editors came into the office the other day toting a handsome carpet bag. It wasn't meant for a female. Crown men carry it. Thing was made by Crown Rubber Co. as a selling tool for the company's salesmen.

Crown makes a product called Candycote, an inexpensive cotton carpeting bonded to a foam rubber base. Crown had the product run up into a briefcase—useful, lightweight—so salesmen wouldn't have to carry a large carpet sample. Unzipped, the bag is a 26 in. by 17 in. sample for the buyer to step on.

It's sold a lot of the product. But it's given the Crown people a slight headache, too. So many retail buyers and distributors' salesmen have wanted a bag that Crown has been forced to make a nominal charge for duplicates!



Sales Managers Are Squares

We've met an industrial designer who thinks the average sales manager thinks the public has absolutely no taste! He's Carl Sundberg, of the Detroit firm of Sundberg-Ferar, Inc., and he deplors the way sales managers say to him, as he shows his latest design for, say, a refrigerator, "You'd like this in your home, Carl, and I would. But the public? Nah. Too good-looking." Says Sundberg, in rebuttal, "I've never seen a design fail in the market place because it was too good-looking."

To make sure the design is not only good-looking but functional as well, Sundberg-Ferar has one of the few working-model shops among industrial designers. And the firm operates out of Detroit

because "It's the only place in the country where model builders, good ones, exist in quantity."

Recent model from the shop: A 5-ton truck, fashioned in clay, painted and upholstered, built for Federal and lacking only an engine to roll down the nation's highways. (It was delivered to Federal, in tow, behind a real Federal truck!)

Marketing Mows 'Em Down

Fellow on our staff has a statistical mind. Went to a luncheon in Central Park's Tavern on the Green the other day. Affair was given by Toro Manufacturing Corp. (lawnmowers). The 100 guests were from home service and garden magazines.

"Official remarks were brief," says our man, "but their nature indicated the main interests and worries of the speakers. David M. Lilly, Toro's president, talked for 4½ minutes; Robert W. Gibson, sales v-p, talked for 90 seconds. But within their span, Lilly used the words 'sales' or 'markets' 19 times; Gibson, 9 times. All this emphasis on sales and markets—even though the guests were mainly interested in how well the Toro power mower would cut readers' lawns, or whether the rotary or reel-type mower is best."

Safety in Numbers

Suppose you had a Marketing Department with 14,000 members. Well, General Electric does (see "How GE Finds Top Marketing Recruits," Nov. 6, p. 67). And that giant keeps track of all 14,000, can lay its corporate hands on the "can-do" person for a specific marketing post in a matter of seconds! Here's how: When a marketing job is to be filled, GE first resorts to its automated, personalized matchmaker. Bulk of the 14,000 people are listed on punch cards, says Phil Sayles (appropriate name, what?) of the Marketing Personnel Development Service. Listed on each card: the individual's experience, education, characteristics, abilities, etc. Assume

you're manager of marketing for one of GE's 100-plus product departments. You need a man who'll fit a specific job slot; he must be a certain age, have a number of clearly defined qualifications. The cards take a trip through the machine; a number fall out, electronically screened. You interview logical candidates, choose your man.

GE joke: One day a card was accidentally dropped, walked on by someone's golf shoes. Card got back into the files, complete with new perforations. After it was run through the machine, the owner was elected a v-p.

Sayles grins, says it takes more than foot-made perforations to land that job.



Money—On the House

Malcolm Smith, eastern manager of West-Holliday, newspaper reps, dropped into our office the other day and gave us a dollar. Trouble is we'd have to go to Alaska to spend it.

One of West-Holliday's clients is the Fairbanks (Alaska) Daily News-Miner. The paper and the Fairbanks Chamber of Commerce decided to kill two prospective tourists with one "gold" dollar. They minted thousands of "forty-ninth state souvenir golden dollars," which can be spent only in Fairbanks. Sold them, at a dollar each, to Alaskans, to be mailed stateside.

Cooperating merchants in Fairbanks will honor the returning coin-of-the-realm. Good for business, good for fun. And good for the Fairbanks Chamber of Commerce, which needs some real spending money in its coffers.



"General Outdoor introduced my mountain to Chicago"
says Capt. Folger

This year Folger's brought their Mountain Grown Coffee to Chicago . . . a tough market to crack. They cracked it first with GOA.

In a 90 day period after the campaign broke on outdoor boards, Folger's became a leader in coffee sales. Proof that nothing succeeds like GOA!

GOA congratulates Folger's (largest independent coffee roaster in the country) on the unique and most-talked-of campaign of the year. Folger's attribute a large share of the success to GOA in (1) introducing the prod-

uct and getting distribution and (2) putting the full power of colorful outdoor advertising behind the introduction of the package.

Folger's had a double saturation introductory campaign in the Chicago area . . . and are continuing with sustained outdoor coverage. Just one more example of how General Outdoor Advertising, with the most modern facilities in the best spots, reaches nearly all of the people nearly all of the time!

Your message sells more . . . when it's on a GOA outdoor board!



Covers 1700 Leading Cities and Towns

General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois



**More readers.....more advertising-
THE TRIBUNE GETS 'EM IN CHICAGO!**

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV

show! Advertisers spent over \$60,000,000 in the Tribune last year—more than in all the other Chicago papers put together. Unmatched, also, is the Tribune's record of advertising results. It out-pulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's in Chicago!

13

NOVEMBER 20, 1959

Sales Management

PART TWO

Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

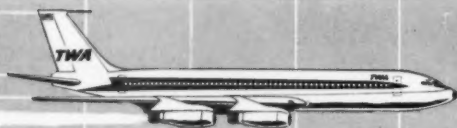
CONVENTION FACILITIES ISSUE

EXECUTIVE'S GUIDE
to Meeting Sites,

Exhibit

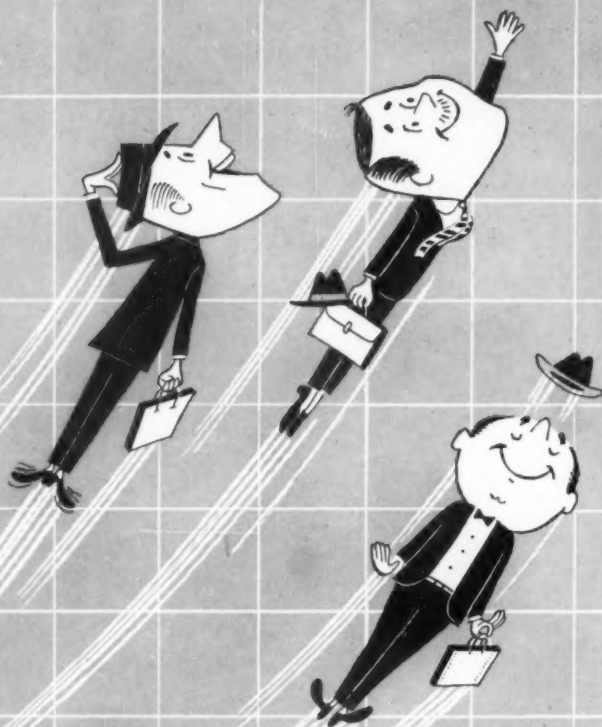
Areas,

Service Suppliers



TWA TRAVEL AWARDS

**JET-
ASSISTED
TAKE-OFF
FOR
SALES
CONTESTS!**



When it comes to sales incentives, nothing gets a contest off the ground faster than a TWA Travel Award! The most fabulous vacation spots on the globe are just hours away aboard the great TWA Jet fleet. Superb TWA Boeing 707s, world's fastest, largest Jetliner... non-stop between major U.S. cities coast to coast. And non-stop to Europe*. All

TWA flights feature the superlative service that is traditional on TWA.

Let our experts help plan your Travel Award Program. Call your nearest TWA office today. And get TWA's Idea Book for Incentive Travel—write: Herb Lynn, Convention Sales Manager, Trans World Airlines, 380 Madison Avenue, N.Y. 17, N.Y.

**Service to London, Frankfurt this month...to Paris, Rome, early in December.*

FLY THE FINEST... FLY **TWA** TRANS WORLD AIRLINES

USA • EUROPE • AFRICA • ASIA

We Serve the Nation's Convention Centers



Minneapolis Auditorium



Atlantic City Auditorium



Los Angeles Shrine Auditorium



Milwaukee Auditorium



New Orleans Auditorium



Kansas City Auditorium



Boston Mechanics Hall



Dallas Memorial Auditorium



St. Louis Kiel Auditorium



Washington, D. C. National Guard Armory



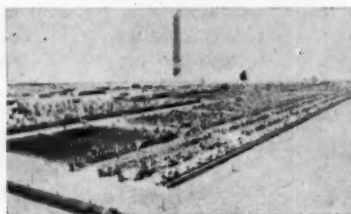
Philadelphia Convention Hall



Cleveland Public Auditorium



Chicago Navy Pier



Oklahoma City Will Rogers Field



Houston Texas Coliseum

Decorated And Furnished By

Andrews, Bartlett and Associates, Inc.

1849 West 24th Street • Cleveland 13, Ohio • Tower 1-6045

The nation's foremost firm in exposition production and furnishings.



INCENTIVE?

Who has the most exciting incentive travel programs available this year? Alitalia. What airline offers the best service to almost all of Europe—to Africa, the Middle and Far East? Alitalia. Where will you find the best food—from 7-course first-class champagne dinners to appetizing Economy-class meals? Alitalia. How can you get “bargains” in incentive travel, like side-trips to any of 16 points in Italy at no increase over the Rome fare?

ALITALIA!

Contact your local Alitalia District Sales Manager or write: W. Barton Baldwin, Jr., Direct Sales Officer, Alitalia, 666 Fifth Ave., New York, N. Y.

Offices in New York • Boston • Chicago • Cleveland • Detroit • Miami • Montreal • New Orleans • Philadelphia • San Francisco • Washington, D. C. • Buffalo • Dallas • Denver • Pittsburgh • Los Angeles and Toronto

the perfect Hinge
For Your
1960 PROMOTIONS
Hawaii
OUR **50th** STATE

GRAND OPENINGS
ANNIVERSARIES
ALOHA SALES
LUAU TIME
HAWAIIAN PREMIUMS
FREE ORCHIDS

ORCHIDS OF HAWAII, INC.
National Sales Office
305 - 7th AVENUE, NEW YORK 1, N. Y.
WORLD'S LARGEST SUPPLIERS OF FLOWERS AND PLANTS FOR PROMOTIONS

Please send me prices and information on exciting new Hawaiian display material, exotic giveaways and unique premiums.

Name
Title
Company
Address
City..... Zone.... State.....

Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

CONTENTS

NOVEMBER 20, 1959

Convention Facilities Issue Indexes

Alphabetical List of Convention Hotels	10
Key to Airline Abbreviations	10
City Index to Auditoriums	23
Alphabetical List of Hotel Representatives	29

Section One

Hotel and Auditorium Facilities in U.S.A.

Alabama—37	Louisiana—112	North Dakota—174
Arizona—39	Maine—115	Ohio—175
Arkansas—44	Maryland—116	Oklahoma—178
California—45	Massachusetts—117	Oregon—180
Colorado—59	Michigan—121	Pennsylvania—184
Connecticut—60	Minnesota—124	Rhode Island—191
Delaware—62	Mississippi—127	South Carolina—191
District of Columbia—62	Missouri—129	South Dakota—192
Florida—67	Montana—132	Tennessee—193
Georgia—92	Nebraska—133	Texas—195
Hawaii—94	Nevada—135	Utah—204
Idaho—96	New Hampshire—139	Vermont—204
Illinois—97	New Jersey—140	Virginia—205
Indiana—106	New Mexico—145	Washington—208
Iowa—108	New York—146	West Virginia—210
Kansas—110	North Carolina—172	Wisconsin—211
Kentucky—111		Wyoming—213

Hotel and Auditorium Facilities in Canada

Alberta—213	Nova Scotia—214	Quebec—218
British Columbia—213	Ontario—215	Saskatchewan—223
Manitoba—214	Prince Edward Is.—218	

Hotel Facilities in U. S. Islands

Puerto Rico—224	Virgin Islands—229
-----------------	--------------------

Hotel Facilities in British West Indies

Bermuda—229	Bahama Islands—230	Jamaica—234
-------------	--------------------	-------------

Hotel Facilities in Cuba	235
Hotel Facilities in Dominican Republic	236
Hotel Facilities in Haiti	236
Hotel Facilities in Mexico	237
Hotel Facilities in Panama	239

Section Two

Directory of Suppliers	241
------------------------------	-----

SALES MEETINGS/Part II SALES MANAGEMENT

HIGHLIGHTS

THIS ISSUE IS SPECIAL—SAVE IT

Facts in this issue are designed for executives who plan conferences, conventions, exhibits and shows. This issue is the only reference volume available on convention hotel and auditorium facilities in North America and nearby islands. In addition, it is a handy reference to sources of services and supplies for meeting and exhibit needs.

FOR QUICK BUDGET ESTIMATE

Included in data on hotels and auditoriums are rates for meeting rooms, bedrooms, meals and exhibit areas. With these rates you can make a quick estimate of major meeting costs at the sites you are considering.

AIR-RAIL LINES TO MEETING SITES

Airlines and railroads that serve each of the 900 hotels listed in this facilities guide are shown for each city. This is a speedy travel reference for both meeting and exhibit plans (and for personal travel as well).

NEW AND REVISED DATA

All facts on hotels, auditoriums, service organizations and suppliers are entered their respective cities. Data has been updated, revised and expanded. Every effort has been made to provide complete and accurate facts on meeting and exhibit sites. We can assume no liability, however, for error or omission.



Meet "Mr Convention"

**Al Rondeau makes it
easier to arrange
your next convention**

Planning a convention? You'll want to see Albert E. Rondeau, of Northeast Airlines. He is the Manager of Group and Convention Sales for Northeast.

Al and his staff can arrange for special convention flights serving these famous convention cities: New York, Boston, Washington, Philadelphia, and Miami.

In addition, Al's office is a storehouse of expert advice on all travel arrangements, promotional ideas, and special display material. He will see that your membership is advised of the latest schedules, rates and savings in both time and money.

You can make your next convention the best ever . . . Call Al Rondeau at Northeast Airlines . . . now.

NORTHEAST
AIRLINES



Dimension!

Exhibitions add vital dimension to your selling . . . The dimension of "dialogue" not present in advertising . . . The dimension of demonstration, not present in most sales calls . . . The dimension of economy, many excellent interviews in fewer hours which only the exhibit can provide . . . the dimension of "association" to a specific market!

The Exposition Management Association is an earnest group of both trade and public show managers bound together with the objective of improving exposition standards, techniques and results for the exhibiting customer. The method: better shows for the audience. You can expect good results from an EMA exposition manager's show.

EXPOSITION MANAGEMENT ASSOCIATION

EMA

30 Members holding
72 shows throughout
the USA and Canada.
72 West 45th Street,
New York 36, N. Y.

Sales Meetings

EXECUTIVE OFFICES, 1212 Chestnut St.
Philadelphia 7, Pa. Walnut 3-1788

PUBLISHER Philip Harrison

EDITORIAL

EDITOR Robert Letwin
ASST. TO EDITOR Virginia Philips
Research Editor John T. Fosdick
Consulting Editor Richard Beckhard
Staff Photographer Sid Robbins
READERS' SERVICE BUREAU Anne Collos
CONVENTION DIRECTORY DEPT.
Jacqueline Fox
Eva Roseman
Toula DePrince

VICE-PRESIDENT

Randy Brown, Jr., 630 Third Ave., New
York 17, N. Y., YUkon 6-4800.

Advertising Production, M. Greenberg

DIVISION SALES OFFICES

Philadelphia—Paul Lightman, Southeast
and Foreign Manager, 1212 Chestnut
St., Philadelphia 7, Pa., Walnut 3-1788.

New York—Don O'Fee, 630 Third Ave.,
New York 17, N. Y. YUkon 6-4800.

Chicago—Thomas S. Turner, Midwest
Manager, 333 N. Michigan Ave., Chi-
cago 1, Ill., State 2-1266.

Pacific Coast—Warwick S. Carpenter,
Western Manager, 15 East de la
Guerra, Santa Barbara, Calif., WOod-
land 2-3612.

Bill Brothers Publications in **MARKET**
ING: Sales Management, Sales Meet-
ings, Premium Practice.
INDUSTRIAL: Rubber
World, Plastics Technol-
ogy. **MERCHANDISING**:
Fast Food, Floor Covering
Profits and Modern Tire Dealer.

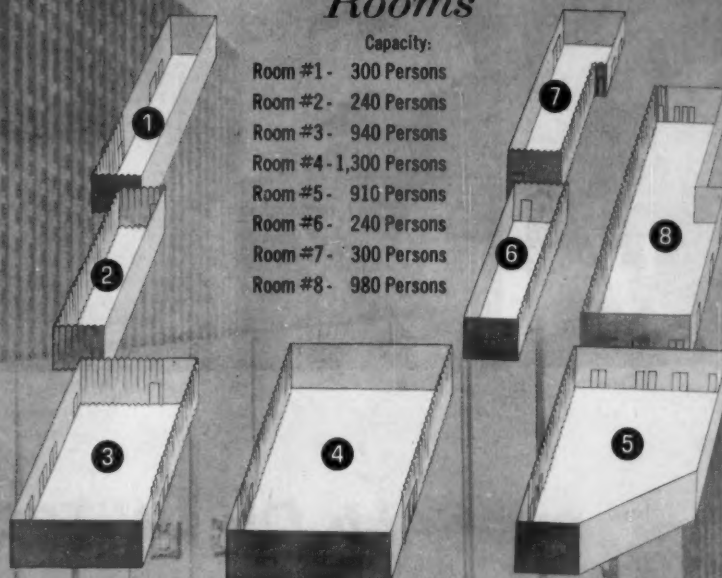
SALES MEETINGS is issued bimonthly: January,
March, May, July, September and November as
Part Two of **SALES MANAGEMENT**. All mail for
SALES MEETINGS should be directed to Philadel-
phia Office.

Copyright Sales Management, Inc., 1959

NEW

... 70,000 SQUARE FEET OF FLEXIBLE MEETING SPACE

8 New Meeting and Exhibit Rooms



Latest sound-proof, movable walls make Coliseum last word in Flexibility

Complete adaptability in meeting space accommodations is now available at the Coliseum where flexibility has always been a byword.

A sound-proof ceiling and double movable walls, built of latest type vinyl material with a hard, acoustical core and a wall of insulating air between, provide maximum privacy and sound-proofing. A maximum of 8 separate rooms or combinations accommodate small groups requiring space for as few as 240 persons to large groups requiring space for as many as 3,200 persons.

Five types of groups can now be accommodated:

(1) The large convention group that needs *only* meeting space; (2) The large exposition that requires multiple, but separate meeting space for simultaneous meetings and panels; (3) Groups that require small

and medium sized space for meetings only; (4) Small expositions that require combination space for exhibits and meeting space and that wish to become established in an exposition centre where they can grow and expand; and (5) Expositions that wish to use all or most of the entire floor for exhibition area with the flexibility of using a small percentage of the space for meeting or other purposes.

NEW YORK COLISEUM . . . in the heart of the world's greatest city. Accommodates the world's greatest trade shows and public expositions. **September-December, 1959 Schedule of Major Events:** Sept. 6-12, National Graphic Arts Exposition; Sept. 13-18, American Dental Association Exposition; Sept. 28-Oct. 2, National Hardware Show; Oct. 14-25, National Homefurnishings Show; Oct. 14-17, Super Market Sundries Exposition; Oct. 19-23, National Business Show; Nov. 2-6, National Hotel Exposition; Nov. 14-22, National Winter Sports Show; Nov. 17-20, Packaging Machinery Mfrs. Institute Show; Nov. 30-Dec. 4, 27th Exposition of Chemical Industries; Dec. 12-15, National Swimming Pool Exposition; Dec. 26-Jan. 3, Dairy and Food Exposition and Country Fair.

Phone or write today for full information on meeting space and exhibition facilities.

NEW YORK COLISEUM

Coliseum Exhibition Corp., Columbus Circle, New York, N. Y. Phone: PLaza 7-5000

M. M. MATHEWS, Manager
Convention Sales, Chicago

United's manager of convention sales in United's general sales office, Mr. Mathews is in charge of the development and functional supervision of United Air Lines' Convention and Company Meeting Sales Program, and co-ordinates all sales activities in connection with national convention and company meeting sales programs.



JERRY FASSETT, District Convention
Sales Representative, Chicago

In key cities are United's district Convention Sales representatives like Jerry Fassett, working closely with association and company sales executives, arranging air travel to conventions, company meetings and post-convention business or vacation tours. They will help select meeting sites, staff convention travel desks.



JOHN GRAHAM, Convention Telephone
Sales Agent, New York City

Sparking interest in convention or meeting attendance, United's specialized convention telephone sales agents—of whom John Graham is typical—make personal phone calls to association or company personnel, assuring greater attendance, more successful company meetings or conventions... a personal service yours for the asking.



BILL O'DONNELL, Area Superintendent,
Sales Promotion

Convention travel, post-convention tour or company meeting—United's area superintendents, like Bill O'Donnell, are personally interested in United's extra care treatment of association or company personnel. United Air Lines' area superintendents are especially concerned with arranging all details of group travel in their areas.



CALL ON UNITED AIR LINES' TO PERSONALLY HELP YOU PLAN

When you call in United Air Lines' extra care team of convention experts right at the start of your convention planning, you get *personal* help every step of the way.

You'll get the benefit of United's experience in helping to choose the convention site best for you, in making travel arrangements, obtaining colorful preconvention publicity material, making personalized mailings to convention prospects, arranging post-convention holiday tours—and more.

And you have your choice of the finest in air travel—the newest, roomiest, most luxurious of the jets—the DC-8 Jet Mainliner® by Douglas... de luxe Red Carpet* service on United's DC-7 Mainliners, DC-7 Custom Coach with delicious hot meal included in your fare, regular First Class service or extra-comfortable Air Coach. Serving 80 cities coast to coast, United is the Convention Route of the Nation—famous for its *personal* convention service.

FRANCES KELLY, Special Events
representative, Los Angeles

Special events representatives like "Fran" assist your local United personnel to arrange minor props* and colorful displays for special convention, or company functions, increasing interest in convention or post-convention trips and vacation sites. United's personnel also help plan programs especially for convention wives."



EXTRA CARE TEAM OF EXPERTS

A SUCCESSFUL CONVENTION

FOR FULL INFORMATION, write now to
M. M. Mathews, Manager, Convention
Sales, United Air Lines, 36 South
Wabash Avenue, Chicago 3, Illinois.

AND REMEMBER—you can send displays and convention material to your meeting site up to the last minute via dependable United Air Lines Air Freight.

**The convention route
of the nation**



*Red Carpet is a service mark owned and used by United Air Lines, Inc.

Moving an exhibit in a hurry?

.....

Trust everything



Call Allied Van Lines, Inc.

Look for your Allied Man's number
in the Yellow Pages under "Movers"

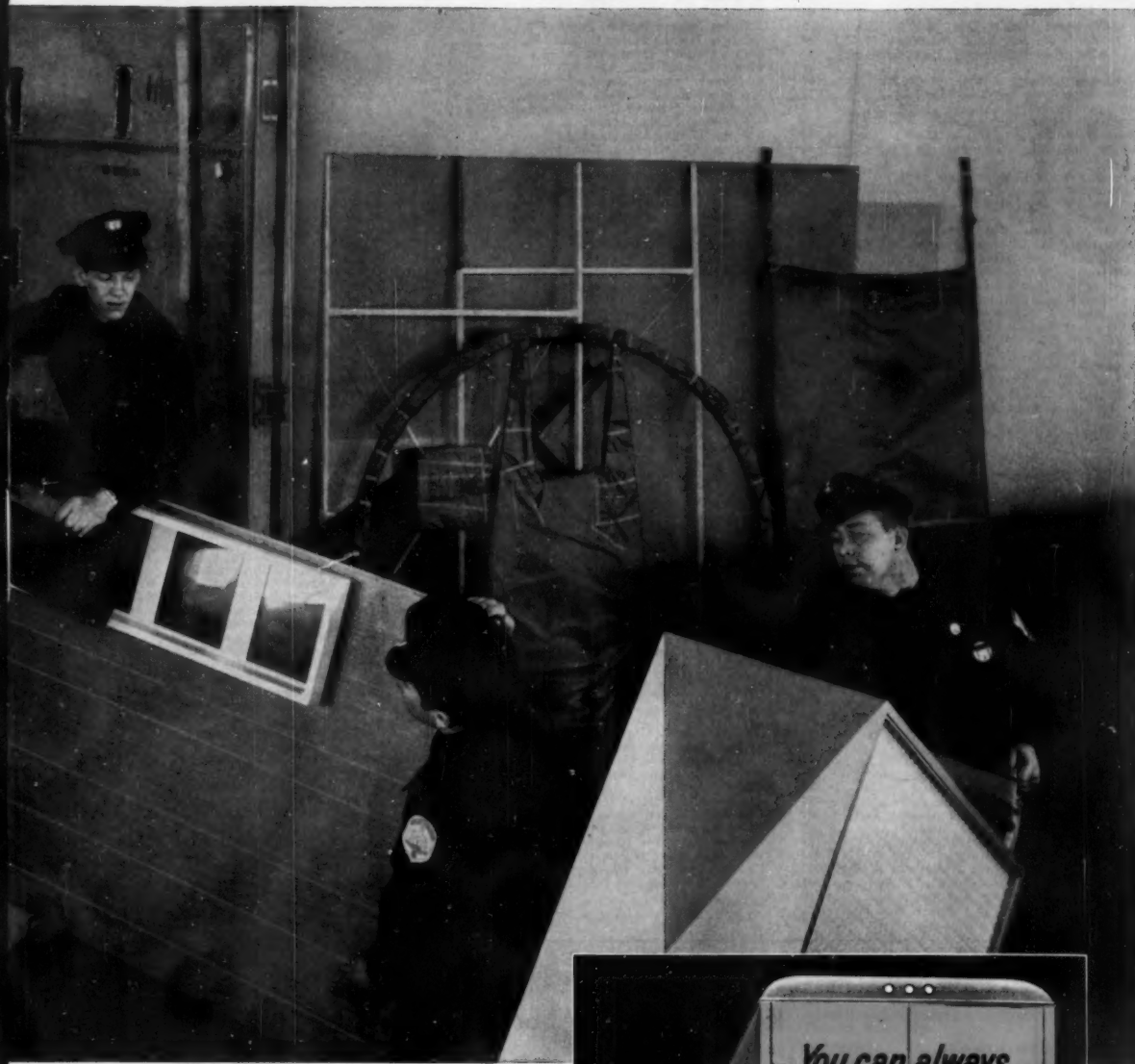
*More people do
again and again*



The show goes on—on time.

Relax, and let your Allied Man handle everything. He'll get it there on time, move it to the next show. This takes lots of experience, expert scheduling, plenty of equipment. And your Allied Man has it. Allied Men have a gentle

to your Allied Man



way with large, easily marred display panels—that keeps them new and fresh-looking longer. Your Allied Man is the world's largest mover—the leader in the moving business. Naturally, you can always trust him to take care of your equipment *right!*



ALPHABETICAL INDEX TO HOTELS

A		Berkley-Carteret Hotel (Asbury Park, N. J.)	140	Chateau Lake Louise (Lake Louise, Alberta)	213
Abraham Lincoln Hotel (Reading, Pa.)	189	Bentley Hotel (Alexandria, La.)	112	Chateau Laurier (Ottawa, Ont.)	215
Abraham Lincoln Hotel (Springfield, Ill.)	106	Beaconsfield, The (Brookline, Mass.)	118	Cherry Hill Inn (Haddonfield, N. J.)	143
Adelphi Hotel (Philadelphia, Pa.)	186	Beasborough, The (Saskatoon, Sask., Can.)	224	Chiffon Hotel (Council Bluffs, Iowa)	109
Admiral Semmes (Mobile, Ala.)	37	Bethlehem Hotel (Bethlehem, Pa.)	184	Chinook Hotel (Yakima, Wash.)	210
Adolphus Hotel (Dallas, Texas)	200	Beverly-Hilton (Beverly Hills, Calif.)	46	Hotel Chisca (Memphis, Tenn.)	195
Ahwannee, The (Yosemite National Park, Calif.)	59	Beverly Wilshire Hotel (Beverly Hills, Calif.)	46	Chulavista Hotel (Cuernavaca, Mex.)	237
Albert Pike Hotel (Little Rock, Ark.)	44	Bigwin Inn (Muskoka, Ont., Can.)	215	Claremont Hotel (Barkley, Cal.)	46
Aladdin Hotel (Kansas City, Mo.)	130	Biltmore, The (Los Angeles, Calif.)	49	Clarence Parker Hotel (Minot, N. D.)	175
Alexander Hamilton Hotel (Paterson, N. J.)	144	Biltmore, The (New York)	156	Claridge Hotel (Atlantic City, N. J.)	141
Alexander Hamilton Hotel (San Francisco, Cal.)	55	Biltmore Terrace (Miami Beach, Fla.)	78	Claridge Hotel (Memphis, Tenn.)	195
Alexandria Hotel (Los Angeles, Calif.)	49	Biscayne Terrace Hotel (Miami, Fla.)	76	Clauson's Inn at Coonamasset (North Falmouth, Mass.)	119
Alfieri Hotel (Mexico City, Mex.)	237	Bishop's Lodge (Santa Fe, N. M.)	146	Clayport Hotel (Indianapolis, Ind.)	107
Algonquin Hotel (Cumberland, Md.)	117	Blackhawk Hotel (Chicago, Ill.)	98	Cloister, The (Sea Island, Ga.)	53
Algonquin Hotel (St. Andrews, Man., Can.)	59	Blackhawk Hotel (Davenport, Iowa)	109	Club De Pesca Hotel (Alcapulco, Mex.)	237
Alisal Guest Ranch (Solvang, Calif.)	59	Blackstone Hotel (Omaha, Nebraska)	134	Colonial Inn—Desert Ranch (St. Petersburg, Fla.)	90
Alpine Inn (Sts. Marguerite Station, Que., Can.)	223	Boca Raton Hotel & Club (Boca Raton, Fla.)	68	Colonnades Hotel (Palm Beach, Fla.)	88
Alvarado Hotel (Albuquerque, N.M.)	145	Boise Hotel (Boise, Idaho)	96	Colony, The (Kennebunkport, Me.)	115
Alvin Plaza Hotel (Tulsa, Okla.)	179	Bon Air Hotel (Augusta, Ga.)	93	Columbia Hotel (Columbia, S. C.)	191
Ambassador, The (Atlantic City, N. J.)	140	Bond Hotel (Hartford, Conn.)	61	Columbus Hotel (Miami, Fla.)	76
Ambassador Hotels (Chicago, Ill.)	98	Boss Orlando Hotel (Decatur, Ill.)	104	Commander Hotel (Cambridge, Mass.)	118
Ambassador Hotel (Los Angeles, Calif.)	49	Bradford Hotel (Boston, Mass.)	117	Commodore Hotel (New York, N. Y.)	161
Ambassador Hotel (Acapulco, Mex.)	237	Bright Angel Lodge (Grand Canyon, Ariz.)	39	Commodore Maury Hotel (Norfolk, Va.)	206
Americana Hotel (Miami Beach, Fla.)	78	British Colonial Hotel (Nassau, Bahamas)	233	Commodore Perry Hotel (Austin, Tex.)	195
Americus Hotel (Allentown, Pa.)	184	Broadmoor Hotel (Colorado Springs, Colo.)	59	Commodore Perry Hotel (Toledo, O.)	178
Andover Inn (Andover, Mass.)	117	Brockway Hot Springs (Lake Tahoe, Calif.)	48	Concord Hotel (Kiamasha Lake, N. Y.)	150
Anderson Johnson Hotel (Gatlinburg, Tenn.)	98	Brown Palace Hotel (Denver, Colo.)	60	Condado Beach Hotel (San Juan, P. R.)	228
Angebilt, The (Orlando, Fla.)	58	Brown Hotel (Louisville, Ky.)	112	Connor Hotel (Joplin, Mo.)	129
Anfiers Hotel (Colorado Springs, Colo.)	98	Brownwood Hotel (Brownwood, Tex.)	196	Conrad Hilton Hotel (Chicago, Ill.)	102
Apple Valley Inn (Apple Valley, Calif.)	45	Brunswick Hotel (Lancaster, Pa.)	186	Continental Hilton (Mexico City, Mex.)	130
Arawak Hotel (Ocho Rios, P.R.)	234	Buccaneer Hotel (Galveston, Tex.)	201	Continental Hotel (Kansas City, Mo.)	130
Arizona Biltmore (Phoenix, Ariz.)	40	Buena Vista Hotel (Biloxi, Miss.)	128	Cooper Inn (Cooperstown, N. Y.)	148
Arizona Manor Hotel (Phoenix, Ariz.)	40	Buffalo Hotel (Buffalo, N. Y.)	147	Cornhusker Hotel (Lincoln, Neb.)	134
Arlington Hotel (Hot Springs, Ark.)	44	Bushkill Falls House (Bushkill, Pa.)	185	Coronado Hotel (St. Louis, Mo.)	131
Arrowhead Springs Hotel (San Bernardino, Calif.)	54	Cactus Hotel (San Angelo, Tex.)	203	Corwallis Inn (Kentville, Nova Scotia)	214
Asilomar, Hotel (Pacific Grove, Cal.)	53	California Hotel (Fresno, Cal.)	47	Cortez Hotel (El Paso, Tex.)	201
Aspen Meadows (Aspen, Colo.)	59	Camelback Inn (Phoenix, Ariz.)	42	Cosmopolitan Western Hotel (Denver, Colo.)	60
Astor Hotel (New York, N. Y.)	156	Capitol Hotel (Lincoln, Neb.)	134	Crawford House Club (Crawford Notch, N. H.)	139
Atlanta Biltmore Hotel (Atlanta, Ga.)	92	Capitol House Hotel (Baton Rouge, La.)	112	Crown Hotel (Miami Beach, Fla.)	81
B		Capri Hotel (Havana, Cuba)	235	Crown Hotel (Providence, R. I.)	191
Baker Hotel (Mineral Wells, Tex.)	203	Captain Shreve (Shreveport, La.)	115	Curtis Hotel (Lenox, Mass.)	118
Baker Hotel (Dallas, Tex.)	200	Caribe Hilton Hotel (San Juan, P. R.)	228	Curtis Hotel (Minneapolis, Minn.)	125
Balmoral (Miami Beach, Fla.)	78	Carillon Hotel (Miami Beach)	78	D	
Balsams, The (Dixville Notch, N. H.)	139	Carlton House, The (Pittsburgh, Pa.)	188	Dacotah Hotel (Grand Forks, N. D.)	174
Barner Hotel (Mexico City, Mex.)	239	Carmel Valley Inn (Carmel, Cal.)	46	Dallas Hotel (Dallas, Texas)	200
Bancroft Hotel (Saginaw, Mich.)	124	Caroline, The (Pinehurst, N. C.)	173	Daniel Boone Hotel (Charleston, W. Va.)	210
Bancroft Hotel (Worcester, Mass.)	121	Carolina Hotel (Winston-Salem, N. C.)	174	Davenport Hotel (Spokane, Wash.)	210
Bank Springs Hotel (Banff, Alberta, Can.)	213	Carpenter Hotel (Manchester, N. H.)	139	Dayton Biltmore Hotel (Dayton, O.)	178
Banger House (Bangor, Me.)	115	Carillo Hotel (Santa Barbara, Cal.)	58	Daytona Plaza (Daytona Beach, Fla.)	69
Banner Lodge (Moodus, Conn.)	97	Casa Blanca Inn (Scottsdale, Ariz.)	42	DeWitt Hotel (Syracuse, N. Y.)	170
Bannock Hotel (Pocatello, Idaho)	97	Casa Munas Hotel (Monterey, Cal.)	50	Dearborn Inn (Dearborn, Mich.)	121
Barbizon Plaza Hotel (New York, N. Y.)	156	Casadian Hotel (Wenatchee, Wash.)	210	Deauville Hotel (Miami Beach, Fla.)	81
Barcelona (Miami Beach, Fla.)	78	Castaways Hotel (Miami Beach)	81	Del Coronado Hotel (Coronado, Cal.)	47
Battery Park Hotel (Asheville, N. C.)	172	Castle-Hall Hotel (Port-Au-Prince, Haiti)	236	Del Monte Lodge (Pebble Beach, Cal.)	54
Battle House (Mobile, Ala.)	37	Castle in the Clouds (Lookout Mountain, Tenn.)	194	Del Prado Hotel (Mexico City, Mex.)	239
Bay Roc Hotel (Montego Bay, Jamaica)	234	Castle Harbour, The (Tucker's Town, Bermuda)	230	Dellwood Country Club (New City, N. Y.)	153
Beaconsfield, The (Brookline, Mass.)	118	Cat Key Club (Cat Cay, Bahamas)	230	Deming Hotel (Terre Haute, Ind.)	108
Beau Rivage Hotel (Miami Beach, Fla.)	78	Cavalier Club (Virginia Beach, Va.)	208	Dempsey Hotel (Macon, Ga.)	93
Beau Rivage Hotel (Port-Au-Prince, Haiti)	236	Chateau Cochand (Sts. Marguerite Station, Chalfont-Haddon Hall (Atlantic City, N. J.)	141	Dennis Hotel (Atlantic City, N. J.)	141
Beaumont Hotel (Beaumont, Tex.)	196	Chamberlin Hotel (Fort Monroe, Va.)	205	Desert Inn Hotel (Richland, Wash.)	209
Bedford Springs Hotel (Bedford, Pa.)	184	Chantecier, The (St. Adele, Que.)	222	Deshler-Hilton Hotel (Columbus, O.)	177
Bellemont Motor Hotel (Baton Rouge, La.)	112	Chapman Park Hotel (Los Angeles, Calif.)	50	De Soto Hotel (Savannah, Ga.)	93
Bellevue Biltmore (Bellevue, Fla.)	67	Charlevoix Beach Hotel (Charlevoix, Mich.)	121	Detroit-Leland Hotel (Detroit, Mich.)	122
Ben Lomond (Ogden, Utah)	204	Charlotte Hotel (Charlotte, N. C.)	172	Devil's Gap Lodge (Kenora, Ont.)	215
Benjamin Franklin Hotel (Philadelphia, Pa.)	187	Charlottetown, The (Charlottetown, P.E.I.)	218	Di Lido Hotel (Miami Beach, Fla.)	83
Benjamin Franklin Hotel (Seattle, Wash.)	209	Chase-Park Plaza Hotels (St. Louis, Mo.)	131	Dinkler-Andrew Jackson Hotel (Nashville, Tenn.)	195
Benson Hotel (Portland, Oregon)	180	Chateau Frontenac (Quebec, Can.)	222	Dinkler-Jefferson Davis Hotel (Montgomery, Ala.)	39
		Chateau Lac Beauport (Lac Beauport, Quebec, Can.)	219		

Key to Airline Abbreviations

These abbreviations for airlines are used throughout this Convention Facilities Issue.
(Transportation lines are listed under each city.)

AAA—Allegheny	FAL—Frontier	PAL—Pacific
AAL—American	LCA—Lake Central	PNA—Pacific Northern
BAL—Bonanza	MOH—Mohawk	SOU—Southern
BNF—Braniff	NAL—National	TTA—Trans Texas
CAL—Continental	NOR, NCA—North Central	TCA—Trans Canada
CAP—Capital	NEA—Northeast	TWA—Trans World
CEN—Central	NWA—Northwest	UAL—United
CPA—Canadian Pacific	OZA—Ozark	WCA—West Coast
DAL—Delta	PAA—Pan American	WAL—Western
EAL—Eastern	PAI—Piedmont	



SHERATON HOTELS

...for smooth-running conventions
coast to coast in the U.S.A.,
in Hawaii and in Canada

You'll find complete convention facilities at all the Sheraton Hotels below. Our staff of convention experts will help you plan in advance, then follow through on every detail. For full information, get in

touch with any of the hotel or sales managers listed below. Send for free, 96-page booklet, *Sheraton Convention Facilities*. Write Sales Dept., Sheraton Corp. of America, 470 Atlantic Ave., Boston, Mass.

EAST

ALBANY. The Sheraton-Ten Eyck

400 rooms. Ballroom accommodates 450 for banquets, 650 for meetings. Ten other function rooms for up to 300. William Dolan, Sales Mgr.

BALTIMORE. The Sheraton-Belvedere

300 rooms. Ballroom accommodates 500 for banquets, 700 for meetings. Fourteen other function rooms for up to 700. A. Russell Phillips, Sales Mgr.

BINGHAMTON. N. Y. Sheraton Inn

Hotel luxury with motel convenience close to the heart of the city. New York State's newest hotel offers impressive function rooms for groups of 25 to 875 people. Contact Assistant Sales Mgr., Harold Brown.

BOSTON. The Sheraton-Plaza

450 rooms. Ballroom seats 1200 for banquets, 1600 for meetings. Other function rooms for up to 450 people. William N. Field, Sales Mgr.

BUFFALO. The Sheraton Hotel

275 rooms. Four function rooms accommodating from 40-250 people. John Trippie, Sales Mgr.

NEW YORK. Sheraton-East

(formerly The Ambassador)

On Park Avenue. 3 fine restaurants. Ideal setting for small, distinctive meetings. Maurice Brockway, Director of Sales.

NEW YORK. The Park-Sheraton

1600 rooms. Grand ballroom accommodates 1000 for meetings and banquets. Many other function rooms. James J. Flanagan, Director of Sales.

NEW YORK. The New Sheraton-Atlantic

(formerly The Sheraton-McAlpin)

1500 rooms. Air-conditioned ballroom holds 500. 20 other dining and function rooms for 20-500 persons. Stephen C. Sandstrom, Dir. of Sales.

PHILADELPHIA. The Sheraton Hotel

1000 rooms. Grand Ballroom accommodates from 1200 to 1700 persons. Completely new hotels with ideal facilities for any activity. Alan F. Schnell, Dir. of Sales.

PITTSBURGH. The Penn-Sheraton

1600 rooms. Complete facilities for groups of up to 2500 people. 25 air-conditioned function rooms. James D. Stroup, Sales Mgr.

PROVIDENCE. The Sheraton-Biltmore

600 rooms. Ballroom accommodates 500 for banquets, 800 for meetings. Many other large function rooms accommodating up to 350 people. James O'Halloran, Sales Mgr.

ROCHESTER. The Sheraton Hotel

350 rooms. Ballroom seats 500 for dinner, 650 for meetings. Other large function rooms for up to 400 persons. William Sullivan, Sales Mgr.

SPRINGFIELD. The Sheraton-Kimball

350 rooms. Ballroom holds 450 for banquets, 600 for meetings. Six other function rooms for up to 250 people. John J. MacDonald, Sales Mgr.

SYRACUSE. Sheraton-Syracuse Inn

Excellent dining and bar facilities. Large function room for 160. Smaller rooms also available. Frank McGinnis, Assistant Sales Mgr.

WASHINGTON. Sheraton-Park

1200 rooms. Home of Sheraton Hall, America's most advanced convention hall (seats from 2000 to 3000). Huge Exhibit Hall and many other function rooms. Lewis M. Sherer, Jr., Sales Mgr.

WASHINGTON. Sheraton-Carlton

250 rooms. Ballroom holds 200 for banquets, 250 for meetings. Louis K. McLinden, Sales Rep.

MIDWEST

AKRON. The Sheraton Hotel

450 rooms. Ballroom holds 600 for banquets, 800 for meetings. Eight other function rooms for up to 250. James Jones, Sales Mgr.

CHICAGO. The Sheraton-Blackstone

400 rooms. Ballroom holds 500 for banquets, 600 for meetings. Other function rooms for up to 450 people. Richard W. Davis, Sales Mgr.

CHICAGO. The Sheraton Towers

500 rooms. Ballroom accommodates 1200 for dinner, 1600 for meetings. Other function rooms for up to 500 people. Thomas J. McDonald, Sales Mgr.

CINCINNATI. The Sheraton-Gibson

1000 rooms. Ballroom: 765 for banquets, 1200 for meetings. Roof Garden for 1700. Other rooms for up to 250 people. Ann Kroger, Sales Mgr.

DETROIT. The Sheraton-Cadillac

1200 rooms. Grand Ballroom accommodates 900 for banquets, 1100 for meetings. Another ballroom and many other function rooms for up to 500 people. William Goldsberry, Sales Mgr.

FRENCH LICK, Indiana

The French Lick-Sheraton

600 rooms — the Middle West's finest and largest convention resort. Convention Hall for 1000 — plus golf, swimming, riding, all facilities. John Nolan, Sales Mgr.

INDIANAPOLIS. The Sheraton-Lincoln

400 rooms. Ballroom holds 500. Ten other function rooms. J. Kenneth Borton, Sales Mgr.

OMAHA. The Sheraton-Fontenelle

350 rooms. Ballroom accommodates up to 900. Fourteen function rooms and ample exhibit space. Lloyd N. Prince, Director of Sales.

ST. LOUIS. The Sheraton-Jefferson

800 rooms. Ballroom accommodates 1000 for banquets, 1600 for meetings. Ample exhibit space, many function rooms for up to 650 people. Gregory R. Lucy, Sales Mgr.

(For convention information about Sheraton Hotels in Sioux City and Cedar Rapids, Iowa; Sioux Falls and Rapid City, South Dakota, see the listings in this issue and contact Max Richmond, District Sales Mgr., 200 Fleming Bldg., Des Moines, Iowa.)

SOUTH

DALLAS. Sheraton-Dallas

Convention Hotel of tomorrow — 600 air-conditioned rooms. Ballrooms accommodate 430-1500 — 5 other function rooms for up to 400 people. L. Ray Dieterich, Sales Manager.

LOUISVILLE. Sheraton Hotel

500 rooms. Ballroom accommodates up to 950. Seventeen other function rooms for up to 800 persons. William C. Howard, Sales Mgr.

LOUISVILLE. The Watterson

220 rooms. Co-headquarters with the Sheraton Hotel. Meeting rooms accommodating up to 200.

NEW ORLEANS. Sheraton-Charles

500 air-conditioned rooms. Grand Ballroom accommodates 900. 9 other function rooms hold up to 450 people. Charles Grigaby, Sales Manager.

MOBILE, Ala. The Battle House

250 air-conditioned rooms. Convenient Garage. Famed Restaurant Lafayette, and cocktail lounge. Large function room for groups up to 300. 4 other function rooms for from 15 to 45. B. C. Counts, General Manager.

WEST COAST

LOS ANGELES. Sheraton-West

265 rooms. Beautiful Terrace Room, overlooking swimming pool, seats 200. Peter Rochon, Sales Mgr.

PASADENA. Huntington-Sheraton

462 rooms. Resort-convention center just 15 minutes from Los Angeles. Excellent function rooms, swimming pool. G. A. Whitcomb, Sales Mgr.

SAN FRANCISCO. Sheraton-Palace

700 rooms. The magnificent Garden Court accommodates 1000 persons. There are 19 function rooms for up to 700 persons. Paul Howell, Sales Mgr.

PORTLAND, Ore. Sheraton Hotel.

Minutes from New Exposition Center. Ballroom for 1150. 3 other function rooms and 6 hospitality rooms for groups of 40 to 135. John H. Moore, Sales Mgr.

HAWAII

The Royal Hawaiian*

7 function rooms seating from 25 to 1200. 350 guest rooms.

The Princess Kaiulani*

4 rooms and terrace seating from 25 to 450. 300 guest rooms.

The Moana*

Convention room and open-air Banyan Court seating from 200 to 1000. 250 guest rooms.

The Surfrider*

2 rooms seating from 30 to 100. 150 guest rooms.

*Special note: Groups meeting at any of these 4 hotels can make use of adjacent, air-conditioned Meeting House that seats 1,000 or 5 smaller groups. For information on any of these Hawaii hotels, contact Robert Chandler, Sales Mgr., 2978 Wilshire Blvd., Los Angeles, California.

CANADA

HAMILTON, Ont. Sheraton-Cinnaught

400 rooms. Ballroom accommodates 850. Many other function rooms for up to 650 persons. James Havers, Sales Mgr.

MONTREAL. The Sheraton-Mt. Royal

1100 rooms. Ballroom accommodates 1000 for banquets, 1200 for meetings. Many other function rooms for up to 1000 people. George Cotterill, Sales Mgr.

MONTREAL. The Leurentien

1110 rooms. Co-headquarters with the Sheraton-Mt. Royal for Montreal's largest convention center. J. Gordon McMichael, Gen. Mgr.

NIAGARA FALLS. The Sheraton-Brock

300 rooms. Convention Hall for 500. New Grand Ballroom seats 1,300 plus. Four other function rooms for up to 300 persons. Edward Rix, Sales Mgr.

TORONTO. The King Edward Sheraton

850 rooms. Modernized Crystal Ballroom seats 1000. Seventeen other banquet and meeting rooms. William G. Moore, Assistant Sales Mgr.



SHERATON the proudest
name in **HOTELS**

Executive and Sales Office: 470 Atlantic Avenue, Boston, Massachusetts

May Fair Hotel

LONDON, W. 1
London's most luxurious hotel



In The Heart Of Mayfair
All public space air conditioned
England's #1 Spot For Meetings

The Empire Suite . . . 750 for meetings or cocktails
500 for festive dinners

The Starlighter . . . 150 for cocktails, 75 for dinner
65 for cinema showings

The Candlelight Room . . . 200 for meals, 300 for cocktails

The Chateaubriand, England's Top Restaurant
The Candlelight Room, London's Favourite Supper Club

The unique Beachcomber, opening Easter 1960.

Competent — cooperative —
courteous convention staff
Under same management:

The Famous
HOTEL METROPOLE
MONTE CARLO

For Bookings and Details:



Essex House
New York 19
PLaza 7-2981

112 Yonge Street
Toronto 1, Canada
EMpire 6-3313

ALPHABETICAL INDEX TO HOTELS continued

Dinkler-Plaza Hotel (Atlanta, Ga.)	92
Dinkler-Tutwiler Hotel (Birmingham, Ala.)	37
Diplomat Hotel (Hollywood, Fla.)	73
Disneyland Hotel (Anaheim, Calif.)	45
Doric Mar Monte Motor Hotel (Santa Barbara, Cal.)	58
Doric Mayflower Hotel (Seattle, Wash.)	209
Drake Hotel (Chicago, Ill.)	102
Drake Hotel (Philadelphia, Pa.)	187
Driskill Hotel (Austin, Tex.)	195
Duluth Hotel (Duluth, Minn.)	125
Dunes Hotel (Las Vegas, Nev.)	135
Du Pont Hotel (Wilmington, Del.)	62
Dupont Plaza Hotel (Miami)	76
Dyckman Hotel (Minneapolis, Minn.)	125

E

Eastland Hotel (Portland, Me.)	116
Eden Roc (Miami Beach, Fla.)	83
Edgewater Hotel (Waikiki, Hawaii)	94
Edgewater Beach Hotel (Chicago, Ill.)	102
Edgewater Gulf Hotel (Edgewater Park, Miss.)	128
Hotel Edison (New York, N. Y.)	161
El Barranquitas Hotel (Barranquitas, P. R.)	224
El Conquistador Hotel (Tucson, Ariz.)	42
El Cortez Hotel (Reno, Nev.)	138
El Cortez (San Diego, Cal.)	54
El Embajador (Ciudad Trujillo, D. R.)	236
El Mirador Hotel (Palm Springs, Calif.)	53
El Panama Hotel (Panama City, Panama)	239
El Presidente (Acapulco, Mexico)	237
El Presidente (Mexico City, Mexico)	239
El Rancho (Gallup, N. M.)	239
El Rancho Hotel (Sacramento, Cal.)	54
El Rancho Hotel (Port-Au-Prince, Haiti)	236
El Rancho Vegas (Las Vegas, Nev.)	135
El Tejon Hotel (Bakersfield, Cal.)	45
El Tovar (Grand Canyon Nat'l Park, Ariz.)	39
Elbow Beach Surf Club (Armeda)	237
Elizabeth Carter Hotel (Elizabeth, N. J.)	143
Ellenor Village (Daytona Beach, Fla.)	69
Elms Hotel (Excelsior Springs, Mo.)	129
Embajador Intercontinental (Ciudad Trujillo, D. R.)	236
Emerald Beach Hotel (Nassau, Bahamas)	233
Emerson Hotel (Baltimore, Md.)	116
Empress Hotel (Miami Beach, Fla.)	84
Empress Hotel (Victoria, B. C.)	214
Equinox House (Manchester, Vt.)	204
Essex House (New York, N. Y.)	161
Essex & Sussex Hotel (Spring Lake, N. J.)	144
Evans Hotel (Columbus, Nebr.)	133
Eugene Hotel (Eugene, Ore.)	180
Everglades Hotel (Miami, Fla.)	77
Executive House (Chicago, Ill.)	102

F

Fairfax Hotel (Norfolk, Va.)	206
Farragut Hotel (Guthrieburg, Tenn.)	194
Fairmont Hotel (San Francisco, Cal.)	54
Faust Hotel (Norfolk, Va.)	106
Feather River Inn (Blairden, Cal.)	46
Finien Hotel (Butte, Mont.)	133
Flamingo Hotel (Las Vegas, Nev.)	138
Flamingo Hotel (Miami Beach, Fla.)	84
Flanders Hotel (Ocean City, N. J.)	144
Florence Hotel (Missoula, Mont.)	133
Floridan Hotel (Tallahassee, Fla.)	91
Floridan Hotel (Tampa, Fla.)	91
Flaming Hotel (Santa Rosa, Calif.)	196
Flying L Ranch (Bandera, Texas)	172
Fontainebleau Hotel (Fontaine Dam, N. C.)	84
Fontainebleau Hotel (Miami Beach, Fla.)	84
Forest Hills Hotel (Franconia, N. H.)	139
Fort Des Moines (Des Moines, Iowa)	110
Fort Garry, The (Winnipeg, Manitoba)	214
Fort Harrison Hotel (Clearwater, Fla.)	69
Fort Montagu Beach Hotel (Nassau, B.W.I.)	233
Fort Stanwix Hotel (Johnstown, Pa.)	186
Fort Sumter Hotel (Charleston, S. C.)	191
Frederick Hotel (Huntingdon, W. Va.)	210
Frederick Martin Hotel (Moonhead, Minn.)	126
Fremont Hotel (Las Vegas, Nev.)	138
French Lick Sheraton (French Lick, Ind.)	107
Fresno Hacienda (Fresno, Calif.)	47
Furnace Creek (Death Valley, Cal.)	47

G

Galen Hall Hotel (Wernersville, Pa.)	190
Galt Ocean Mile Hotel (Ft. Lauderdale, Fla.)	69
Galvez Hotel (Galveston, Tex.)	202
Gardner Hotel (Fargo, N. D.)	174
Gary Hotel (Gary, Ind.)	107
George Vanderbilt Hotel (Asheville, N. C.)	172
George Washington Hotel (Jacksonville, Fla.)	74
George Washington Hotel (West Palm Beach, Fla.)	92
Georgia Hotel (Atlanta, Ga.)	92
Georgia Hotel (Vancouver, B. C.)	214
Giant's Mayfair Inn (Sanford, Fla.)	91
Gideon Putnam Hotel (Saratoga Springs, N. Y.)	170
Glacier Park Lodge (Glacier National Park, Mont.)	133
Gladstone Hotel (Casper, Wyo.)	213
Golden Gate Hotel (Miami Beach, Fla.)	86
Goldman Hotel (Fort Smith, Ark.)	44
Goldman, The (Pleasantdale, N. J.)	144
Governor Clinton Hotel (New York, N. Y.)	162

Grady Manning Hotel (Little Rock, Ark.)	44
Gran Hotel Ancira (Monterrey, N.L., Mex.)	239
Grand Hotel (Mackinac Island, Mich.)	124
Grand Hotel (Point Clear, Ala.)	39
Graves Hotel (Fargo, N. D.)	174
Great Oak Lodge and Yacht Club (Chester-town, Md.)	117
Green Hotel (Pasadena, Cal.)	53
Greenbrier & Cottages (White Sulphur Spring, W. Va.)	211
Griswold Hotel (Eastern Point, Grooton, Conn.)	40
Grossinger Hotel (Grossinger, N. Y.)	148
Grove Park Inn (Asheville, N. C.)	172
Gulf Hills Dude Ranch (Ocean Springs, Miss.)	129
Gunter Hotel (San Antonio, Tex.)	203
Gurney's Inn (Montauk, N. Y.)	153

H

Habana Hilton Hotel (Havana, Cuba)	235
Halekulani Hotel (Honolulu, Hawaii)	94
Half Moon Hotel (Montego Bay, Jamaica)	234
Hamilton Hotel (Laredo, Tex.)	202
Harbor View, The (Martha's Vineyard, Mass.)	119
Harmony Guest Ranch (Estes Park, Colo.)	60
Havana Rivera (Havana, Cuba)	235
Hawaiian Village (Honolulu, Hawaii)	95
Hayes Hotel (Jackson, Mich.)	123
Heidelberg Hotel (Jackson, Miss.)	129
Hendrick Hudson Hotel (Troy, N. Y.)	170
Henry Grady Hotel (Atlanta, Ga.)	92
Henry Hudson Hotel (New York, N. Y.)	162
Hemitage Hotel (Nashville, Tenn.)	195
Hershey Hotel (Hershey, Pa.)	185
High Point Inn (Mt. Pocono, Pa.)	186
Highland Hotel (Springfield, Mass.)	120
Hildebrecht Hotel (Trenton, N. J.)	145
Hillcrest Hotel (Toledo, O.)	178
Hilton Hotel (Denver, Colo.)	60
Hilton Hotel (Albuquerque, N. M.)	145
Hilton Hotel (El Paso, Tex.)	201
Hilton Hotel (San Antonio, Tex.)	204
Hobbergs Resort (Hobbergs, Calif.)	47
Holiday Hotel (Reno, Nev.)	138
Holiday Inn (Birmingham, Ala.)	37
Hollywood Hotel (West End, N. J.)	145
Hollywood Beach Hotel (Hollywood, Fla.)	73
Hollywood Knickerbocker (Hollywood, Calif.)	48
Hollywood Plaza Hotel (Hollywood, Calif.)	48
Hollywood Roosevelt Hotel (Hollywood, Cal.)	48
Holman's Guest Ranch (Carmel, Cal.)	47
Homestead, The (Hot Springs, Va.)	205
Homestead, The (Lake Placid, N. Y.)	150
Huckins Drive-In Hotel (Oklahoma City, Okla.)	179
Huntingdon-Sheraton (Pasadena, Cal.)	54

I

Ibo Lele Hotel (Port-Au-Prince, Haiti)	236
Indies House (Marathon, Fla.)	74
Inn, The (Buck Hill Falls, Pa.)	185
Island View Lodge (Brainerd, Minn.)	124

J

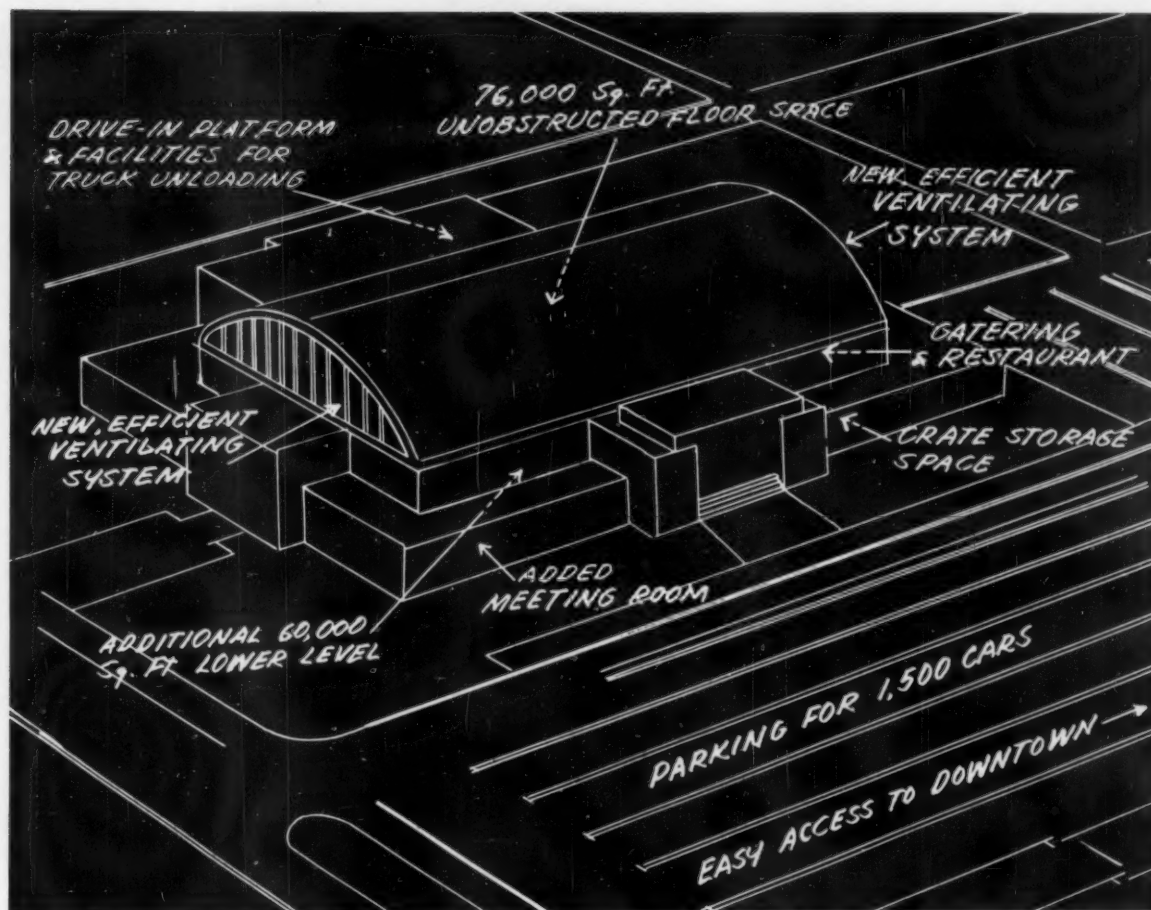
Jack Tar Hotel (Galveston, Tex.)	202
Jack Tar's Francis Marion Hotel (Charleston, S. C.)	191
Jack Tar's Grand Bahama Club (Grand Bahama, Bahamas)	232
Hotel Jamestown (Jamestown, N. Y.)	148
Jaraque Hotel (Cuidad Trujillo, D.R.)	236
Jayhawk Hotel (Topeka, Kans.)	111
Jean Lafitte Hotel (Galveston, Tex.)	202
Jefferson Hotel (Peoria, Ill.)	105
Jefferson Hotel (Atlantic City, N. J.)	141
Jefferson Hotel (Norfolk, Va.)	206
Jefferson Hotel (Richmond, Va.)	207
Jermyn Hotel (Scranton, Pa.)	190
John Marshall Hotel (Richmond, Va.)	207
Jokake Inn (Phoenix, Ariz.)	42
Jug End Barn (South Egremont, Mass.)	119
Jung Hotel (New Orleans, La.)	114

K

Hotel Kahler (Rochester, Minn.)	126
Kaskaskia Hotel (La Salle, Ill.)	105
Kenmore Hotel (Boston, Mass.)	117
Kentucky Hotel (Louisville, Ky.)	112
Key Biscayne Hotel (Miami, Fla.)	77
King Carter Hotel (Richmond, Va.)	207
King Cotton Hotel (Greensboro, N. C.)	107
King Cotton Hotel (Memphis, Tenn.)	195
King's Gateway Hotel (Land O'Lake, Wis.)	212
King Edward Hotel (Beaumont, Texas)	196
King Edward Hotel (Jackson, Miss.)	128
King Edward-Sheraton (Toronto, Ont.)	216
King & Prince Hotel (St. Simons Island, Ga.)	93
Kirkwood Hotel (Des Moines, Ia.)	110

L

La Concha Hotel (San Juan, P. R.)	228
La Fonda Hotel (Santa Fe, N. M.)	146
La Quinta Hotel (LaQuinta, Cal.)	48
La Playa Hotel (Carmel, Cal.)	47
La Rada Hotel (San Juan, Puerto Rico)	228
La Salle Hotel (Chicago, Ill.)	102
La Salle Hotel (South Bend, Ind.)	108
Lafayette Hotel (Buffalo, N. Y.)	147



BLUEPRINT FOR YOUR MOST SUCCESSFUL CONVENTION, SHOW, EXHIBIT

Washington, D. C.—and the
Showplace of the Nation's Capital
NATIONAL GUARD ARMORY

Great Events at the Armory

American Medical Association • American
Bottlers of Carbonated Beverages • American
Dental Association • International Photographic
Exposition • National Association of Retail
Grocers • National Institute of Drycleaning
• Office Equipment Manufacturers' Exhibit
• American Legion National Convention

For Information—

Write Arthur J. Bergman, Manager

NATIONAL GUARD ARMORY

2001 East Capitol St. Washington 3, D. C.
Phone Lincoln 7-9077

In all the world—there is no city so vital in the news—so important to important people as Washington, D. C. This is the market you reach—this is the influence you share when you hold an event here in the capital of the world. And, as it should be, Washington boasts the finest facilities for your exhibit, show or convention. Here you will find the perfect place for any news worthy event.

• Excellent Hotel Facilities Nearby •



ALPHABETICAL INDEX TO HOTELS continued

Lafayette Hotel (Clinton, Iowa)	109
Lafayette Hotel (Little Rock, Ark.)	44
Lafayette Hotel (Long Beach, Cal.)	48
Lafayette Hotel (Portland, Me.)	116
Lafayette Hotel (Rockford, Ill.)	106
Lake McDonald Hotel (Glacier National Park, Mont.)	133
Lake Quinault Lodge (Quinault, Wash.)	209
Lake Taronite Club (Pike, N. H.)	139
Lamar Hotel (Meridian, Miss.)	129
Las Vegas Hacienda (Las Vegas, Nev.)	138
Laurel in the Pines (Lakewood, N. J.)	143
Laurentian, The (Montreal, Que.)	220
Hotel Lassen (Wichita, Kans.)	111
Laurentide Inn (Ste. Agathe des Monts, Que.)	222
Lawrence Hotel (Erie, Pa.)	185
Le Claire Hotel (Moline, Ill.)	105
LeMontclair Inn (Ste. Adele, Que.)	222
Leamington Hotel (Minneapolis, Minn.)	125
Leamington Hotel (Oakland, Cal.)	52
Leland Hotel (Springfield, Ill.)	106
Lexington Hotel (New York, N. Y.)	143
Lenox Hotel (Buffalo, N. Y.)	147
Lennox Hotel (St. Louis, Mo.)	132
Leopold Hotel and Motor Inn (Bellingham, Wash.)	209
Lido, The (Long Beach, N. Y.)	153
Lincoln Hotel (Lincoln, Neb.)	134
Hotel Lincoln-Douglas (Quincy, Ill.)	106
London Hotel (London, Ont.)	215
Longfellow House (Pasagoula, Miss.)	129
Long Trail Lodge (Rutland, Vt.)	205
Lorraine Hotel (Madison, Wis.)	212
Lord Baltimore Hotel (Baltimore, Md.)	116
Lord Jeffrey, The (Amherst, Mass.)	117
Lord Simcoe Hotel (Toronto, Ontario, Can.)	216
Loery Hotel (St. Paul, Minn.)	127
Lubbock Hotel (Lubbock, Tex.)	262
Lucerne Hotel (Miami Beach, Fla.)	86

M

MacDonald Hotel (Edmonton, Alberta)	213
Madden Lodge (Brainerd, Minn.)	125
Madison Hotel (Boston, Mass.)	117
Madison Hotel (Atlantic City, N. J.)	141
Madison Hotel (Norfolk, Nbr.)	134
Majestic Hotel (Fort Springs, Ark.)	44
Manger Hotel (Cleveland, O.)	176
Manger Hotel (Savannah, Ga.)	93
Manger Hotel (Grand Rapids, Mich.)	123
Manger-Annapolis Hotel (Washington, D. C.)	146
Manger-DaWitt Clinton (Albany, N. Y.)	146
Manger-Hamilton Hotel (Washington, D. C.)	64
Manger (Rochester, N. Y.)	148
Manger-Vanderbilt (New York, N. Y.)	143
Manhattan Hotel (New York, N. Y.)	163
Manoir Richelieu (Murray Bay, Que.)	220
Manor House (Ste. Agathe des Monts, Que.)	223
Mansfield-Leland Hotel (Mansfield, O.)	178
Many Glacier (Glacier National Park, Mont.)	133
Mapes Hotel (Reno, Nev.)	138
Marcus Whitman Hotel (Walla Walla, Wash.)	210
Marcy Hotel (Lake Placid, N. Y.)	150
Maria Isabel (Mexico City, Mex.)	239
Marik Plaza Hotel (Cuernavaca, Mex.)	237
Marion Hotel (Little Rock, Ark.)	45
Marion Davies' Desert Inn (Palm Spring, Cal.)	53
Mark Hopkins Hotel (San Francisco, Cal.)	54
Mark Twain Hotel (Elmer, N. Y.)	146
Markham Hotel (Gulfport, Miss.)	128
Mark Thomas Inn (Mortuary, Cal.)	52
Marrot Hotel (Indianapolis, Ind.)	107
Marriott Motor Hotel (Washington, D. C.)	64
Marshall House (York, Me.)	116
Maurice Hotel (San Francisco, Cal.)	56
Maxwell House (Nashville, Tenn.)	195
Mayfair Hotel (Los Angeles, Cal.)	50
Mayfair Hotel (St. Louis, Mo.)	132
Mayflower Hotel (Washington, D. C.)	194
Mayflower Motor Hotel (Corpus Christi, Tex.)	146
Mayo Hotel (Tulsa, Okla.)	179
Mayview Manor (Blowing Rock, N. C.)	172
McAllister Hotel (Miami, Fla.)	77
McCurdy Hotel (Evansville, Ind.)	106
Menger Hotel (San Antonio, Tex.)	204
Mild Ocean Club (Bermuda)	230
Military Park Hotel (Newark, N. J.)	143
Miramar Hotel (Santa Barbara, Calif.)	58
Miramar Hotel (Santa Monica, Calif.)	59
Mira-Mar Hotel (Sarasota, Fla.)	91
Mirror Lake Inn (Lake Placid, N. Y.)	150
Mission Inn (Riverside, Calif.)	139
Mittersill Alpine Inn & Chalets (Franconia, N. H.)	54
Moana Surfrider Hotel (Honolulu, Hawaii)	95
Mohican Hotel (New London, Conn.)	41
Monmouth Hotel (Spring Lake Beach, N. J.)	145
Monson Hotel (St. Augustine, Fla.)	89
Mont Tremblant Lodge (Mont Tremblant, Que.)	220
Montauk Manor (Montauk, L. I., N. Y.)	153
Monte Carlo Hotel (Miami Beach, Fla.)	86
Monte Casino (Mexico City, Mex.)	239
Montgomery Hotel (San Jose, Cal.)	54
Monticello Hotel (Norfolk, Va.)	206
Montmartre (Miami Beach, Fla.)	86
Moraine-on-the-Lake Hotel (Highland Park, Ill.)	104
Morrison Hotel (Chicago, Ill.)	104
Morton Hotel (Grand Rapids, Mich.)	123
Motor Hotel (Suffern, N. Y.)	170

Mt. Airy Lodge (Mt. Pocono, Pa.)	186
Mt. Washington Hotel (Bretton Woods, N.H.)	139
Mountain View Hotel (Gatlinburg, Tenn.)	193
Muehlebach Hotel (Kansas City, Mo.)	130
Multnomah Hotel (Portland, Ore.)	180
Myrtle Bank Hotel (Kingston, Jamaica)	234

N

Nacional de Cuba Hotel (Havana, Cuba)	235
Nansmond Hotel (Norfolk, Va.)	206
Nassau Inn (Princeton, N. J.)	144
Natural Bridge Hotel (Natural Bridge, Va.)	206
Nell House Hotel (Columbus, O.)	178
Nelson House (Poughkeepsie, N. Y.)	168
Netherland Hilton (Cincinnati, O.)	175
New Albany Hotel (Albany, Ga.)	92
New Mayflower Hotel (Jacksonville, Fla.)	73
New Ocean House (Swampscott, Mass.)	120
New Pickwick Hotel (St. Louis, Mo.)	130
New Washington Hotel (Seattle, Wash.)	209
New Weston Hotel (New York, N. Y.)	143
New Wolverine Hotel (Detroit, Mich.)	123
New Yorker Hotel (New York, N. Y.)	163
Newhouse Hotel (Salt Lake City, Utah)	204
Niagara Hotel (Niagara Falls, N. Y.)	167
Nippersink Manor Resort (Genoa City, Wis.)	228
Normandie Hotel (San Juan, Puerto Rico)	104
North Park Hotel (Chicago, Ill.)	104
North Shore Hotel (Evanston, Ill.)	104
Northern Hotel (Billings, Mont.)	133
Northernaire (Three Lakes, Wis.)	213
Northampton Hotel & Wiggins Old Tavern (Northampton, Mass.)	119
Northland Hotel (Green Bay, Wis.)	212
Nova Scotian, The (Halifax, N. S.)	214

O

Oak N' Spruce (South Lee, Mass.)	120
Oakton Manor (Pewaukee, Wis.)	212
Oaks Hotel (Excelsior Springs, Mo.)	129
Oasis Hotel (Palmer Springs, Mich.)	53
Occidental Hotel (Muskegon, Mich.)	124
Ocean Forest Hotel (Myrtle Beach, S. C.)	192
O Henry Hotel (Greensboro, N. C.)	173
Ojai Valley Inn & Country Club (Ojai, Cal.)	52
Oklahoma Biltmore (Oklahoma City, Okla.)	179
Olds Hotel (Lansing, Mich.)	124
Olympic Western Hotel (Seattle, Wash.)	209
Onawa Lodge (Mountainhome, Pa.)	186
Onondaga Hotel (Syracuse, N. Y.)	170
Orrington Hotel (Evanston, Ill.)	104
Owyhee Hotel (Boise, Idaho)	96

P

Palacio Hilton Hotel (Chihuahua, Mex.)	237
Palliser Hotel (Calgary, Alberta, Can.)	213
Palm Beach Biltmore Hotel (Palm Beach, Fla.)	88
Palm Beach Towers (Palm Beach, Fla.)	89
Palm Springs Biltmore (Palm Springs, Cal.)	53
Palmer House (Chicago, Ill.)	104
Pantlind Hotel (Grand Rapids, Mich.)	123
Paradise Inn (Phoenix, Ariz.)	42
Park Hotel (Madison, Wis.)	212
Park Hotel (Plainfield, N. J.)	144
Hotel Park Lane (Denver, Colo.)	146
Park Plaza Hotel (Toronto, Ontario, Can.)	216
Park Sheraton Hotel (New York, N. Y.)	164
Parker House (Boston, Mass.)	117
Patrick Henry Hotel (Roanoke, Va.)	208
Patten Hotel (Chattanooga, Tenn.)	193
Patterson Hotel (Bismarck, N. D.)	174
Paxton Hotel (Omaha, Neb.)	135
Paxbody Hotel (Memphis, Tenn.)	195
Penn Alto Hotel (Altoona, Pa.)	184
Penn Harris Hotel (Harrisburg, Pa.)	185
Penn-Sheraton (Pittsburgh, Pa.)	188
Penn-Sherwood Hotel (Philadelphia, Pa.)	187
Pennsylvania (West Palm Beach, Fla.)	92
Pere Marquette Hotel (Peoria, Ill.)	106
Pfister Hotel (Milwaukee, Wis.)	212
Phillips Hotel (Kansas City, Mo.)	130
Phoenix Hotel (Lexington, Ky.)	111
Pick-Bankhead Hotel (Birmingham, Ala.)	37
Pick Belmont Plaza Hotel (New York, N. Y.)	164
Pick-Carter (Cleveland, Ohio)	177
Pick-Congress Hotel (Chicago, Ill.)	104
Pick Durant Hotel (Flint, Mich.)	123
Pick-Fort Hayes (Columbus, Ohio)	178
Pick-Fort Shelby Hotel (Detroit, Mich.)	111
Pick-Kansas Hotel (Topeka, Kans.)	42
Pick-Malbourne Hotel (St. Louis, Mo.)	132
Pick-Nicollet (Minn., Minn.)	125
Pick-Ohio Hotel (Youngstown, O.)	178
Pick-Oliver Hotel (South Bend, Ind.)	108
Pick-Roosevelt Hotel (Pittsburgh, Pa.)	188
Pierre-Marques (Acapulco, Mex.)	237
Pioneer Hotel (Tucson, Ariz.)	42
Pittsburgh Hilton (Pittsburgh, Pa.)	189
Plaza Hotel (Jersey City, N. J.)	143
Plaza Hotel (Laredo, Tex.)	202
Plaza, The (New York, N. Y.)	164
Plum Point Country Club (New Windsor, N. Y.)	153
Pocono Manor Inn (Pocono Manor, Pa.)	189
Polson Hotel (Greenville, S. C.)	192
Poland Spring House (Poland Spring, Me.)	114
Ponce De Leon Hotel (St. Augustine, Fla.)	90



IN BATON ROUGE

200 rooms of quiet luxury at
Louisiana's largest, finest motor inn



THE Bellemont MOTOR HOTEL

7370 Airline Highway

Unmatched Southern convention locale. Completely air-conditioned meeting facilities serving from 20 to 900 guests. Full banquet service featuring three different types of cuisine in four magnificent restaurants. New swimming pool. All rooms with TV, air-conditioning. Makes any meeting a resounding success.

PHONE: ELGIN 5-3311

IN IOWA

HOTEL Chieftain Council Bluffs

7 attractive air-conditioned function rooms for from 10 to 400 - full banquet service.

PHONE: 7701

HOTEL Lafayette Clinton

6 ideal air-conditioned function rooms serving from 10 to 375 persons - banquet facilities.

PHONE: CHappel 2-6161

HOTEL Tallcorn Marshalltown

3 handsome air-conditioned function rooms with banquet facilities for from 10 to 200 persons.

PHONE: 6641

CLOSED-CIRCUIT TV FACILITIES:

Adds flexibility, entertainment and additional interest to your meetings in these hotels -
PFISTER, Milwaukee; CORONADO, St. Louis;
ROME, Omaha.

Fields Hotels

CONVENTION HOSTS ACROSS THE NATION!



IN NEW YORK



*the ideal
convention
location—
"just a
step
to everything!"*

HOTEL Governor Clinton

7th Ave. at 31st St.

A tower of hospitality with 1,200 guest rooms, centrally located opposite Pennsylvania Station. Seven beautiful air-conditioned function rooms serve from 10 to 500, with full banquet service. Will make your meeting or convention an event to remember.

PHONE: PENNSYLVANIA 6-3400
TELETYPE: NY 1-3202

In the Heart of ST. LOUIS

on fashionable Lindell Boulevard



HOTEL Coronado

3701 Lindell Blvd. at Spring

Internationally-renowned meeting place, with four beautiful air-conditioned function rooms for from 10 to 600 persons. Full banquet service. Guests enjoy the Midwest's favorite dining and drinking facilities. Convenient to everything in St. Louis.

PHONE: JEFFERSON 3-7700
TELETYPE: SL-287

IN MILWAUKEE

*the great name
in hotels...
mellow
as history...
modern
as tomorrow!*



HOTEL Pfister

Near Lake Michigan;
on E. Wisconsin Ave.

This famous hostelry near the shores of Lake Michigan offers meeting accommodations for from 10 to 2,000 persons, in 17 versatile function rooms... all air-conditioned, with full banquet service. Central location—convenient to everything in the "Home of the Braves."

PHONE: BRADWAY 1-6380
TELETYPE: MI-206

IN NEBRASKA

HOTEL Lincoln Lincoln

2 ballrooms and 12 air-conditioned function rooms serve from 10 to 500, with full banquet facilities.

PHONE: 2-6601

HOTEL Rome Omaha

9 attractive air-conditioned function rooms with banquet facilities for 10 to 400. Free parking.

PHONE: ATLANTIC 9354

HOTEL Lincoln Scottsbluff

Ideal meeting and banquet facilities for from 10 to 400 persons in the city's leading hotel.

Free parking.
PHONE: 91

EXCELSIOR SPRINGS MISSOURI

*Business is pleasure
at this world-famous Resort...*



The Elms HOTEL

only 28 miles from Kansas City

Perfect convention spot of the Middle West, located in the rolling green Missouri hills. 5 beautiful air-conditioned function rooms accommodate up to 600 guests. Full banquet service. All sports, new swimming pool, mineral waters, baths.

PHONE: MEDFORD 7-2181

IN MASSACHUSETTS

HOTEL Commander Cambridge

8 function rooms for from 20 to 200—full banquet service.

PHONE: KIRKLAND 7-4800
TELETYPE: WO-187

HOTEL Beaconsfield Brookline

Ideal meeting and banquet facilities for from 10 to 250 persons.

PHONE: ASPINWALL 7-6800
TELETYPE: WO-187

HOTEL Bancroft Worcester

A wide choice of function rooms with full banquet facilities for from 10 to 800 persons.

PHONE: SWIFT 9-4141
TELETYPE: WO-187

FOR INFORMATION ABOUT ANY OF 28 FIELDS HOTELS,
PHONE LONGACRE 3-4444, OR TELETYPE NY 1-3202

EXECUTIVE OFFICES: HOTEL GOVERNOR CLINTON, N. Y. 1
Victor J. Giles, Director of Sales

FIELDS CONVENTION HOTELS IN THESE CITIES: New York, Brooklyn, St. Louis, Milwaukee, Miami, Brookline, Mass., Cambridge, Mass., Worcester, Mass., Excelsior Springs, Mo., Pasadena, Cal., Birmingham, Ala., Baton Rouge, La., Cumberland, Md., Omaha, Neb., Columbus, Neb., Lincoln, Neb., Scottsbluff, Neb., Clinton, Iowa, Council Bluffs, Iowa, Marshalltown, Iowa.

ALPHABETICAL INDEX TO HOTELS continued

Ponce De Leon Motor Hotel (St. Augustine, Fla.)	90
Pontchartrain Hotel (New Orleans, La.)	114
Ponte Vedra Club (Ponte Vedra Beach, Fla.)	89
Poughkeepsie Inn (Poughkeepsie, N. Y.)	168
Powers Hotel (Rochester, N. Y.)	169
Prado-Americas Hotel (Acapulco, Mex.)	237
President Hotel (Atlantic City, N. J.)	142
President Hotel (Kansas City, Mo.)	130
Prince Edward Hotel (Windsor, Ont.)	218
Prince of Wales Hotel (Waterford, Ont.)	213
Princess Isabella Hotel (Daytona Beach, Fla.)	69
Princess Kaiulani Hotel (Honolulu, Hawaii)	95
Princess Louise (Corpus Christi, Tex.)	196
Princeton Inn (Princeton, N. J.)	144
Public House (Sturbridge, Mass.)	120
The Pueblo (Palm Springs, Calif.)	53

Q

Queensbury, The (Glens Falls, N. Y.)	148
Queen Elizabeth Hotel (Montreal, Que.)	220

R

Radison Hotel (Minneapolis, Minn.)	126
Radium Springs Hotel (Albany, Ga.)	92
Raleigh Hotel (Washington, D. C.)	64
Ralston Hotel (Columbus, Ga.)	93
Rainbow Hotel (Great Falls, Mont.)	133
Rancho De Los Caballeros (Wickenburg, Ariz.)	44
Ravine House (Randolph, N. H.)	140
Read House (Chattanooga, Tenn.)	193
Reef Hotel (Waikiki, Hawaii)	95
Hotel Reforma (Mexico City, Mex.)	239
Richardson Mineral Springs (Richardson Springs, Cal.)	54
Rice Hotel (Houston, Tex.)	202
Richmond Hotel (Augusta, Ga.)	93
Richmond Hotel (Richmond, Va.)	207
Ridpath Hotel (Spokane, Wash.)	210
Ritz-Carlton Hotel (Atlantic City, N. J.)	142
Riverside, The (Reno, Nev.)	138
Riviera Hotel (Daytona Beach, Fla.)	69
Riviera Hotel (Las Vegas, Nev.)	138
Riviera d'Haiti Hotel (Port-Au-Prince, Haiti)	237
Roanoke Hotel (Roanoke, Va.)	208
Robert Driscoll Hotel (Corpus Christi, Tex.)	196
Hotel Robert E. Lee (Winston-Salem, N. C.)	174
Robert Meyer Hotel (Jacksonville, Fla.)	73
Robert Treat Hotel (Newark, N. J.)	143
Roberts Hotel (Muncie, Ind.)	108
Roberts Pine Beach Hotel (Brainard, Minn.)	125
Robidoux Hotel (St. Joseph, Mo.)	131
Roger-Smith Hotel (Holyoke, Mass.)	118
Roger Smith Hotel (New Brunswick, N. J.)	43
Roger Smith Hotel (Stamford, Conn.)	142
Roger Smith Hotel (Washington, D. C.)	44
Roger Smith Hotel (Waterbury, Conn.)	62
Roger Smith Hotel (White Plains, N. Y.)	172
Rome Hotel (Omaha, Neb.)	135
Roney Plaza (Miami Beach, Fla.)	86
Roosevelt Hotel (Cedar Rapids, Iowa)	73
Roosevelt Hotel (Jacksonville, Fla.)	108
Roosevelt Hotel (New Orleans, La.)	114
Roosevelt Hotel (New York, N. Y.)	164
Roosevelt Hotel (Waco, Tex.)	204
Roosevelt Hotel (Washington, D. C.)	44
Royal Alexandra Hotel (Winnipeg, Manitoba, Can.)	214
Royal Hawaiian Hotel (Honolulu, Hawaii)	96
Royal Park Inn (Vero Beach, Fla.)	73
Royal Victoria Hotel (Nassau, B.W.I.)	91
Royal York Hotel (Toronto, Ont.)	128
Rutger's Bay Lake Lodge (Deerwood, Minn.)	215
Rutger's Birchmont Lodge (Bernidji, Minn.)	174
Ryan (Grand Forks, N. D.)	174

S

Sagamore Hotel (Lake George, N. Y.)	150
Sahara Hotel (Las Vegas, Nev.)	138
St. Anthony Hotel (San Antonio, Texas)	204
St. Clair Hotel (Chicago, Ill.)	104
St. Francis Hotel (San Francisco, Cal.)	56
St. George Hotel (Brooklyn, N. Y.)	147
St. George Hotel (Bermuda)	230
Saint Louis Hotel (Quebec City, Que.)	222
St. Moritz Hotel (Lake Placid, N. Y.)	150
St. Moritz Hotel (New York, N. Y.)	164
St. Nicholas Hotel (Springfield, Ill.)	106
St. Paul Hotel (St. Paul, Minn.)	127
Sam Davis Hotel (Nashville, Tenn.)	195
Samoset Hotel (Rockland, Me.)	116
San Carlos Hotel (Monterey, Cal.)	52
San Diego Hotel (Lake Placid, N. Y.)	54
San Juan Hotel (Orlando, Fla.)	88
San Juan Intercontinental Hotel (San Juan, P. R.)	228
San Marcos Hotel (Chandler, Ariz.)	39
Sands Hotel (Las Vegas, Nev.)	138
Santa Barbara Biltmore Hotel & Cottages (Santa Barbara, Cal.)	58
Santa Rita Hotel (Tucson, Ariz.)	42
Santa Rosa Hotel (Santa Rosa, Calif.)	59
Sapphire Valley Inn and Golf Club (Sapphire, N. C.)	174
Saranac Inn (Saranac Inn, N. Y.)	169

Saskatchewan Hotel (Regina, Sask., Can.)	224
Hotel Savary (Des Moines, Ia.)	110
Savoy-Hilton Hotel (New York, N. Y.)	166
Saxony Hotel (Miami Beach, Fla.)	86
Scaroon Manor Hotel (Schroon Lake, N. Y.)	170
Schroeder Hotel (Milwaukee, Wis.)	212
Sea Breeze Hotel (Palm Beach, Fla.)	89
Sea Crest (Hollywood, Fla.)	73
Seashore Hotel (Galveston, Tex.)	202
Seaway Hotel (Toronto, Ont.)	218
Secor Hotel (Toledo, Ohio)	178
Sedgfield Inn (Greensboro, N. C.)	173
Seminole Hotel (Jacksonville, Fla.)	74
Senator Hotel (Sacramento, Cal.)	54
Severin Hotel (Indianapolis, Ind.)	108
Seville Hotel (Miami Beach, Fla.)	88
Sevilla-Biltmore Hotel (Havana, Cuba)	235
Shamrock-Hilton, The (Houston, Tex.)	202
Shattuck Hotel (Berkeley, Calif.)	46
Shawnee Inn & Country Club (Shawnee-on-Delaware, Pa.)	190
Shelborne Hotel (Miami Beach, Fla.)	88
Shelburne, The (Atlantic City, N. J.)	142
Shelton Hotel (New York, N. Y.)	166
Shelton Hotel (Springfield, Mass.)	120
Sheraton Hotel (Akron, Ohio)	175
Sheraton Hotel (Buffalo, N. Y.)	147
Sheraton Hotel (Chicago, Ill.)	104
Sheraton Hotel (High Point, N. C.)	173
Sheraton Hotel (Louisville, Ky.)	112
Sheraton Hotel (Philadelphia, Pa.)	187
Sheraton Hotel (Rochester, N. Y.)	169
Sheraton-Atlantic (New York, N. Y.)	167
Sheraton-Balvedere (Baltimore, Md.)	116
Sheraton-Biltmore Hotel (Providence, R. I.)	191
Sheraton-Binghamton (Binghamton, N. Y.)	147
Sheraton-Blackstone (Chicago, Ill.)	104
Sheraton-Brock Hotel (Niagara Falls, Ont.)	215
Sheraton-Cadillac (Detroit, Mich.)	122
Sheraton-Carlton (Washington, D. C.)	67
Sheraton-Cateract (Sioux Falls, S. D.)	193
Sheraton-Charles (New Orleans, La.)	114
Sheraton-Cleveland (Cleveland, Ohio)	176
Sheraton-Cornwall (Hamilton, Ont., Can.)	215
Sheraton-Dallas (Dallas, Tex.)	200
Sheraton-Fontenelle (Omaha, Neb.)	135
Sheraton-Gibson Hotel (Cincinnati, O.)	176
Sheraton-Jefferson (St. Louis, Mo.)	132
Sheraton-Johnson Hotel (Rapid City, S. D.)	192
Sheraton-Kimball (Springfield, Mass.)	120
Sheraton-Lincoln (Indianapolis, Ind.)	108
Sheraton-Martin (Sioux City, Ia.)	110
Sheraton-Montrose (Cedar Rapids, Ia.)	109
Sheraton-Mt. Royal (Montreal, Que.)	220
Sheraton-Portland Hotel (Portland, Ore.)	180
Sheraton-Palace (San Francisco, Cal.)	56
Sheraton Park (Washington, D. C.)	67
Sheraton Plaza (Boston, Mass.)	117
Sheraton-Ten Eyck (Albany, N. Y.)	146
Sheraton-Syracuse Inn (Syracuse, N. Y.)	170
Sheraton-West (Los Angeles, Calif.)	50
Sherman Hotel (Chicago, Ill.)	104
Sherwyn Hotel (Pittsburgh, Pa.)	189
Shoreham Hotel (Washington, D. C.)	67
Sinton Hotel (Cincinnati, O.)	176
Sir Francis Drake Hotel (San Francisco, Cal.)	56
Sir Walter Hotel (Raleigh, N. C.)	173
Skyline Hotel (Oklahoma City, Okla.)	179
Skyline Inn (Mt. Pocono, Pa.)	180
Skytop Club (Skytop, Pa.)	190
Sleepy Hollow Ranch (South Haven, Mich.)	124
Somerset Hotel (Boston, Mass.)	117
Soreno Hotel (St. Petersburg, Fla.)	90
Southern Hotel (Baltimore, Md.)	116
Split Rock Lodge (White Haven, Pa.)	190
Spokane Hotel (Spokane, Wash.)	210
Spring Rock Country Club (Spring Valley, N. Y.)	170
Squaw Mountain Inn (Greenville, S. C.)	115
Stanley Hotel (Estes Park, Colo.)	60
Stardust Hotel (Las Vegas, Nev.)	138
Statler-Hilton Hotel (Boston, Mass.)	117
Statler-Hilton Hotel (Buffalo, N. Y.)	147
Statler-Hilton Hotel (Cleveland, O.)	177
Statler-Hilton Hotel (Detroit, Mich.)	122
Statler-Hilton Hotel (Hartford, Conn.)	61
Statler-Hilton Hotel (Los Angeles, Cal.)	50
Statler-Hilton Hotel (New York, N. Y.)	167
Statler-Hilton Hotel (St. Louis, Mo.)	132
Statler-Hilton Hotel (Washington, D. C.)	67
Statler-Hilton Hotel (Dallas, Texas)	200
Stephen F. Austin Hotel (Austin, Tex.)	195
Sterling Hotel (Wilkes-Barre, Pa.)	191
Stockyard Inn (Chicago, Ill.)	219
Stoneleigh Hotel (Dallas, Tex.)	200
Stonewall Jackson Hotel (Clarksburg, W. Va.)	210
Stuyvesant Hotel (Buffalo, N. Y.)	147
Summit Hotel (Uniontown, Pa.)	190
Sun Valley Lodge & The Challenger Inn (Sun Valley, Idaho)	97
Sun-N-Sand Hotel (Biloxi, Miss.)	128
Sunset Hill House (Sueco, N. H.)	140
Suifrid Hotel (Waikiki, Hawaii)	95
Suwannee Hotel (St. Petersburg, Fla.)	90
Hotel Syracuse (Syracuse, N. Y.)	170
Sylvania Hotel (Philadelphia, Pa.)	187

T

Tadoussac Hotel (Tadoussac, Que.)	223
Taft Hotel (New Haven, Conn.)	61
Tahoe Tavern (Lake Tahoe, Cal.)	48

Talcom Hotel (Marshalltown, Iowa)	110
Tally-Ho-Motor Hotel (Corpus Christi, Tex.)	196
Tamanager Hotel (New Orleans, La.)	37
Tampa Terrace Hotel (Tampa, Fla.)	91
Taunton Inn (Taunton, Mass.)	120
Terrace Hilton Hotel (Cincinnati, O.)	176
Terre Haute House (Terre Haute, Ind.)	108
Texas Hotel (Ft. Worth, Tex.)	201
Thomas Hotel (Gainesville, Fla.)	67
Thomas Jefferson Hotel (Birmingham, Ala.)	205
Thomas Nelson Hotel (Norfolk, Va.)	147
Thousand Islands Club (Alexandria Bay, N.Y.)	138
Thunderbird Hotel (Las Vegas, Nev.)	90
Tides Hotel (St. Petersburg, Fla.)	118
Touraine Hotel (Boston, Mass.)	235
Tower Isle Hotel (Tower Isle, Jamaica)	111
Town House Hotel (Kansas City, Kan.)	135
Town House Motor Hotel (Omaha, Neb.)	213
Townsend Hotel (Casper, Wyo.)	121
Town Tavern (Winchendon, Mass.)	47
Toy Boat Club (Catalina, Calif.)	196
Trade Winds Motor Hotel (Corpus Christi, Tex.)	143
Traymore Hotel (Atlantic City, N. J.)	186
Treadway David Mead (Meadville, Pa.)	147
Treadway Inn (Canandaigua, N. Y.)	62
Treadway Inn (Norwalk, Conn.)	148
Treadway Inn (Jamestown, N. Y.)	149
Treadway Inn (Rochester, N. Y.)	187
Treadway Inn, St. Davids (Philadelphia, Pa.)	148
Treadway-Otesaga Hotel (Cooperstown, N.Y.)	138
Tropicana Hotel (Las Vegas, Nev.)	180
Hotel Tulsa (Tulsa, Okla.)	

U

U. S. Grant Hotel (San Diego, Cal.)	54
Utah Hotel Thayer (West Point, N. Y.)	171
Utah Hotel (Salt Lake City, Utah)	204
Utica Hotel (Utica, N. Y.)	171

V

Van Cleve Hotel (Dayton, O.)	178
Van Orman Hotel (Fort Wayne, Ind.)	106
Vancouver Hotel (Vancouver, B. C.)	214
Varadero Internacional Hotel (Havana, Cuba)	236
Varadero Oasis (Varadero Beach, Cuba)	236
Vandome Hotel (Evansville, Ind.)	106
Vermont Hotel (Burlington, Vt.)	204
Villa Hotel (San Mateo, Calif.)	58
Villa Creole Hotel (Port-Au-Prince, Haiti)	237
Villa Modern Motor Hotel (Highland Park, Ill.)	105
Vinoy Park (St. Petersburg, Fla.)	90
Virgin Isle Hotel (St. Thomas, Virgin Islands)	229

W

Wade Hampton Hotel (Columbia, S. C.)	192
Wade Park Manor (Cleveland, O.)	177
Waikiki Biltmore (Honolulu, Hawaii)	96
Waldorf-Astoria Hotel (New York, N. Y.)	167
Walt Whitman Hotel (Camden, N. J.)	143
Ward Hotel (Fort Smith, Ark.)	44
Warren Green Hotel (Warrenton, Va.)	208
Warwick Hotel (New York, N. Y.)	167
Warwick, The (Philadelphia, Pa.)	188
Washington Hotel (Indianapolis, Ind.)	108
Washington Hotel (Washington, D. C.)	67
Washington Youree Hotel (Shreveport, La.)	115
Webster Hall Hotel (Pittsburgh, Pa.)	189
Weldon Hotel (Greenfield, Mass.)	118
Wendell-Sherwood Hotel (Pittsfield, Mass.)	119
Wentworth Hotel (Portsmouth, N. H.)	140
Westbrook Hotel (Buffalo, N. Y.)	147
Westbrook Hotel (Fort Worth, Tex.)	201
Westchester Country Club (Rye, N. Y.)	169
Western Hills Hotel (Fort Worth, Tex.)	201
Western Hills Lodge (Wagoner, Okla.)	180
Westward Ho (Phoenix, Ariz.)	42
Whitcomb Hotel (San Francisco, Cal.)	56
White House, The (Biloxi, Miss.)	128
White Rose Hotel (Livingston Manor, N. Y.)	150
Whiteface Inn (Lake Placid, N. Y.)	150
Whitney Hotel (Montgomery, Ala.)	39
Whittier, The (Detroit, Mich.)	123
Wilbur Clark's Desert Inn (Las Vegas, Nev.)	135
Wigwam, The (Litchfield Park, Ariz.)	40
Wilcox Hotel (The Washington, D. C.)	67
William R. Barringer Hotel (Charlotte, N. C.)	172
William Byrd Hotel (Richmond, Va.)	207
Williams Inn (Williamstown, Mass.)	121
Williamsburg Inn & Lodge (Williamsburg, Va.)	208
Wilton Hotel (Long Beach, Cal.)	49
Winthrop Hotel (Tacoma, Wash.)	212
Wiconin Hotel (Milwaukee, Wis.)	212
Woodruff Hotel (Watertown, N. Y.)	171

Y

Yorktowne Hotel (York, Pa.)	191
Younts' Gap Hotel (Liberty, N. Y.)	150

JUST A MOMENT, MR. CONVENTION MANAGER!

We would like you to look at the advertisement in this foldout . . . *not primarily as an advertisement, but as a tool that is working for you!*

This is the first in a series of monthly, four-color ads to run in a dozen leading national magazines. Augmenting these powerful color presentations will be dynamic, eye-catching ads in the leading newspapers of 29 cities in the United States.

And many more excellent ads will appear in special-interest publications.

Persons exposed to these ads will total an incredible 86,465,511! *This means that everyone who should be at your next group meeting is going to be exposed to these advertisements time and again.* They're going to get an honest picture of the new Cuba, the *real* Cuba. They're going to learn about the beauty, the culture, the progress of this magnificent tropic isle. And they're going to develop a desire to see for themselves . . . to discover first-hand the many-faceted pleasures that the real Cuba offers.

So as you look at this first Cuba ad, consider, please, the possibilities inherent in correlating your plans with the impact of this great campaign—the acceptance and enthusiasm it will create—to make a group meeting in Cuba the greatest gathering in your organization's history!

HAVANA



THE CITY

La cité, la città, la ciudad, the city—La Habana!

If Havana has sometimes been compared to Paris, it is perhaps due to the glow of her cosmopolitan life after dusk, her wide tree-lined boulevards, and the love lavished upon her. And if she has been compared to Rome, it is because of her many statues and monuments; her citizens' fondness for fine food, art and music; her gentle climate and happy tempo of life. But like a beautiful woman, she defies real comparison. Havana is Havana and blessedly unique—the city *sui generis*.

Havana is many things to many people...and all things to Habaneros. With true pride and hospitality they take their guests to the highest spot and show them their city—spread in all directions, vibrantly alive, filled with color—an exciting Cuban mosaic.

Havana has come a long way since Columbus found shelter for his ships in her protected bay, and from this high vantage point you can see where, in the growing, the events have been marked by monuments—from El Temple in old Havana where the city was christened in 1519...to La Fuerza Castle from which the Spanish *Capitanes Generales* ruled the island...to Fraternity Park where the friendship tree was planted in soil from 21 nations of the Western Hemisphere. Now skyscrapers cut through the clouds to herald the new age and a future that promises to far outstrip the past.

And if it is true that Cuba's sugar pleases the palate; its cigars content the soul; its rum lightens the hour; and its smiles reach the heart...it is also true that all these pleasures reach the height of enjoyment when shared with hospitable Habaneros—in Havana, the city.

Discover the real Cuba for yourself!

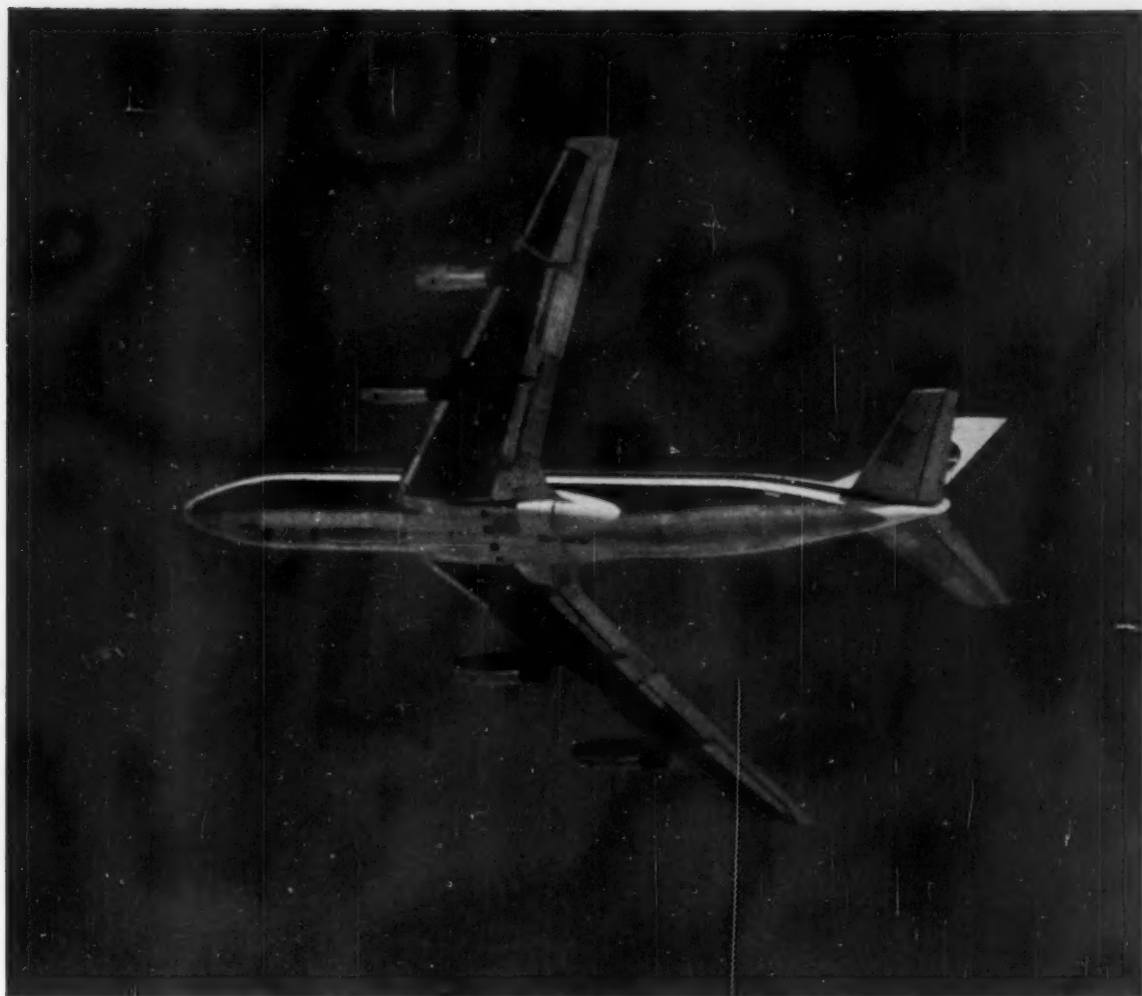
Ask your travel agent.

CUBAN TOURIST COMMISSION
336 EAST FLAGLER STREET, MIAMI, FLORIDA

PHOTOGRAPHY BY RUDI RADA



CUBAN TOURIST COMMISSION
336 E. Flagler St., Miami



More overseas conventions, travel incentive programs and industrial tours are carried overseas by Pan Am than by any other airline.

GO LIKE '60 with an Overseas Sales Convention!

In 1960, more sales conventions will be held overseas than ever before. It's the popular thing to do because overseas conventions have proved so profitable.

Not only does an overseas convention please everybody, but it gives your company added prestige and your staff the priceless experience of *foreign travel*. In addition, the cost is often less than ordinary gatherings here at home.

Your 1960 convention will be an even bigger hit when you go by *Jet!* Only Pan Am offers you such an exciting variety of overseas convention

sites to choose from. Pan Am Jet Clippers* now serve 10⁺ cities in Europe as well as South America, Hawaii and Japan.

One phone call will bring an expert Pan Am representative to plan every detail—hotels, recreation, local arrangements. He'll even show you color movies of locales exactly suited to your needs. And when you choose Pan Am, you choose the airline with a proven record of success.

For more details, call your Travel Agent or write: Henry Beardsley, Pan American, P. O. Box 1790, New York 17, N.Y.

*Trade-Mark, Reg. U. S. Pat. Off.
Service to 7 starts October 23.



WORLD'S MOST
EXPERIENCED AIRLINE

FIRST ON THE ATLANTIC...FIRST ON THE PACIFIC...FIRST IN LATIN AMERICA...FIRST 'ROUND THE WORLD

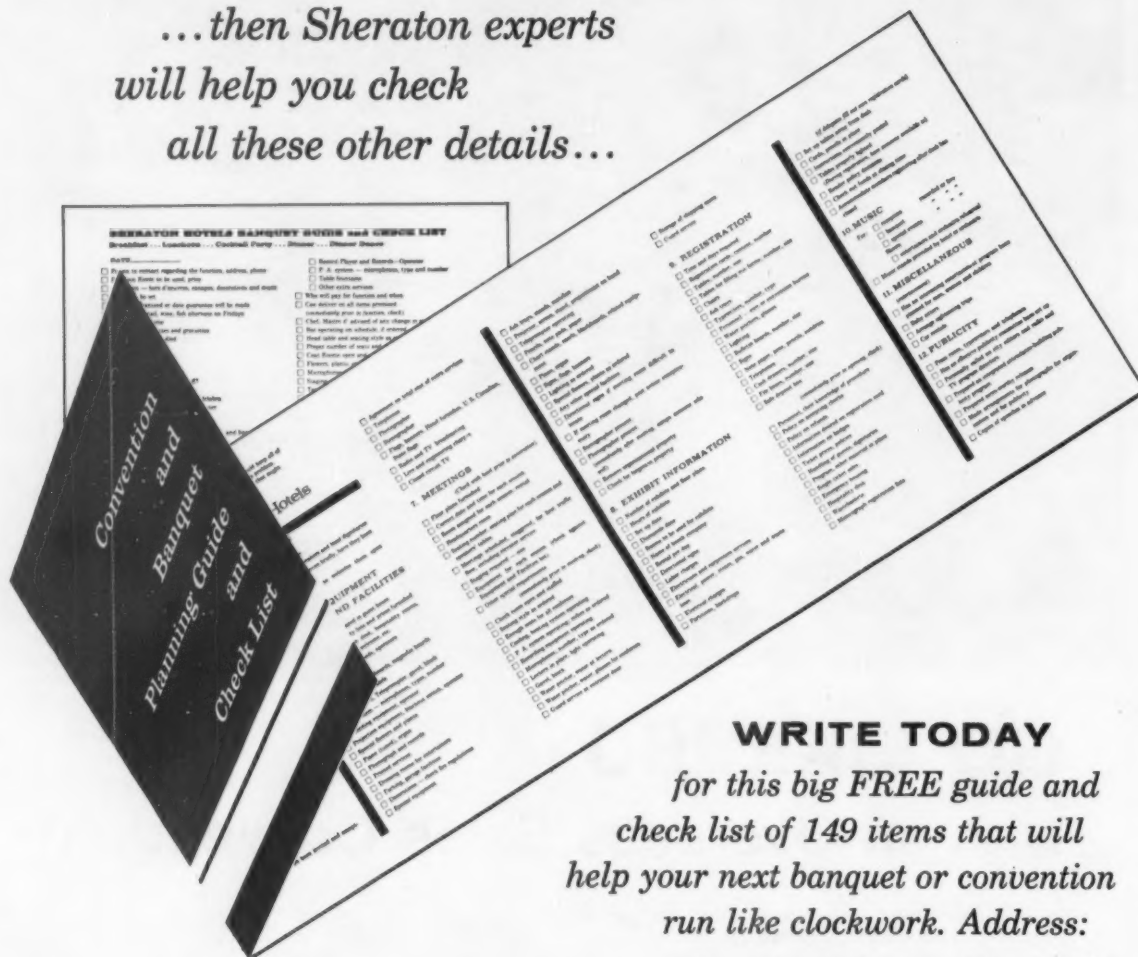
NOVEMBER 20, 1959

For your next convention,
first check...



SHERATON HOTELS

...then Sheraton experts
will help you check
all these other details...



WRITE TODAY

for this big **FREE** guide and
check list of 149 items that will
help your next banquet or convention
run like clockwork. Address:

SHERATON HOTELS



Convention Headquarters, Sheraton Hotels,
Sheraton-Park Hotel, Washington, D. C.

COAST TO COAST U.S.A., HAWAII AND CANADA

EAST

NEW YORK
Park-Sheraton
Sheraton-East
(The Ambassador)
Sheraton-McAlpin
Sheraton-Russell
BOSTON
Sheraton-Plaza
WASHINGTON
Sheraton-Carlton
PITTSBURGH
Penn-Sheraton

BALTIMORE

Sheraton-Belvedere
PHILADELPHIA
Sheraton Hotel
PROVIDENCE
Sheraton-Biltmore
SPRINGFIELD, Mass.
Sheraton-Kimball
ALBANY
Sheraton-Ten Eyck
ROCHESTER
Sheraton Hotel

BUFFALO

Sheraton Hotel
SYRACUSE
Sheraton-Syracuse Inn
BINGHAMTON, N. Y.
Sheraton Inn
MIDWEST
CHICAGO
Sheraton-Blackstone
Sheraton Towers
DETROIT
Sheraton-Cadillac

CLEVELAND

Sheraton-Cleveland
CINCINNATI
Sheraton-Gibson
ST. LOUIS
Sheraton-Jefferson
OMAHA
Sheraton-Fontenelle
AKRON
Sheraton Hotel
INDIANAPOLIS
Sheraton-Lincoln

FRENCH LICK, Ind.

French Lick-Sheraton
RAPID CITY, S. D.
Sheraton-Johnson
SIOUX CITY, Iowa
Sheraton-Martin
Sheraton-Warrior
SIOUX FALLS, S. D.
Sheraton-Carpenter
Sheraton-Catact
CEDAR RAPIDS, Iowa
Sheraton-Montrose

SOUTH

LOUISVILLE
Sheraton Hotel
The Watterson
DALLAS
Sheraton-Dallas
NEW ORLEANS
Sheraton-Charles
MOBILE, Alabama
The Battle House
WEST COAST
SAN FRANCISCO
Sheraton-Palace

LOS ANGELES

Sheraton-West
(formerly the
Sheraton-Town House)
PASADENA
Huntington-Sheraton
PORTLAND, Oregon
Sheraton-Portland Hotel
HAWAII
HONOLULU
Royal Hawaiian
Princess Kaiulani

Moana

Surfrider
CANADA
MONTREAL
Sheraton-Mt. Royal
The Laurentien
TORONTO
King Edward Sheraton
NIAGARA FALLS, Ont.
Sheraton-Brock
HAMILTON, Ont.
Sheraton-Connaught

For reservations by the new 4-second Reservation or direct-line Teletype, call your nearest Sheraton Hotel.

AUDITORIUMS INDEX TO

Albuquerque, N. M.—Civil Auditorium	145
Asheville, N. C.—Municipal Auditorium	172
Atlanta, Ga.—Municipal Auditorium	92
Atlantic City, N. J.—Atlantic City Convention Hall	140
Augusta, Ga.—Bell Auditorium	93
Austin, Texas—Municipal Auditorium and Convention Center	195
Bangor, Me.—Municipal Auditorium	115
Billings, Mont.—Shrine Auditorium	132
Birmingham, Ala.—Municipal Auditorium	37
Boston, Mass.—Boston Garden	117
Buffalo, N. Y.—Memorial Auditorium	147
Butte, Mont.—Civic Center	133
Cedar Rapids, Iowa—Memorial Coliseum	108
Charlotte, N. C.—Charlotte Coliseum	172
Park Center Auditorium	172
Chattanooga, Tenn.—Memorial Auditorium	193
Chicago, Ill.—International Amphitheatre	97
Navy Pier	98
Chicago Coliseum	98
Chicago Exposition Center	97
Prudential Auditorium	98
8th Street Theatre	98
Cincinnati, Ohio—Cincinnati Music Hall	175
Gardens	175
Clearwater, Fla.—Municipal Auditorium	48
Cleveland, Ohio—Cleveland Municipal Auditorium	176
Cleveland Arena	176
Columbus, Ga.—Columbus Municipal Auditorium	93
Columbus, O.—Franklin County Veterans Memorial	177
Ohio State Fair	177
Corpus Christi, Tex.—Memorial Coliseum	196
Dallas, Texas—State Fair of Texas	196
Memorial Auditorium	196
Daytona Beach, Fla.—Peabody Auditorium	49
Deiver, Colo.—City Auditorium	40
Denver Coliseum	40
Des Moines, Ia.—Veterans Memorial Auditorium	109
Detroit, Mich.—Masonic Temple	122
Cobo Hall—Convention Arena	121
El Paso, Texas—El Paso County Coliseum	201
Eugene Ore.—Agricultural Pavilion Auditorium, Pioneer Hall & Cow Palace ...	180
McArthur Court	180
Ft. Lauderdale, Fla.—War Memorial Auditorium	69
Fort Wayne, Ind.—Allen County Memorial Coliseum	106
Fort Worth, Texas—Will Rogers Memorial Buildings	201
Fresno, Cal.—Memorial Auditorium	47
Galveston, Texas—Galveston Pleasure Pier ...	201
Moody Convention Center	201
Grand Forks, N. D.—Armory Auditorium	174
Grand Rapids, Mich.—Civic Auditorium	123
Green Bay, Wis.—Brown County Veterans Memorial Arena	211
Greensboro, N. C.—Greensboro Auditorium- Coliseum	172
Houston, Texas—Sam Houston Coliseum	202
Indianapolis, Ind.—Indiana Coliseum	107
Jackson, Miss.—Jackson Municipal Auditorium	128
Kansas City, Mo.—Municipal Auditorium	129
Stadium	129
Lake Placid, N. Y.—Olympia Arena	150
Lansing, Mich.—Civic Center	123
Las Vegas, Nev.—Auditorium	135
Lincoln, Nebr.—Auditorium	134
Little Rock, Ark.—Robinson Memorial Auditorium	44
Long Beach, Cal.—Municipal Auditorium	48
Los Angeles, Cal.—Pan Pacific Auditorium ...	49
Shrine Exposition Hall	49
Lubbock, Tex.—Fair Park Coliseum	202
Municipal Auditorium—Coliseum	202
Louisville, Ky.—Kentucky Fair & Exposition Center	111
Memphis, Tenn.—Municipal Auditorium	194
Ellis Auditorium	194



Whatever **PARTICULAR PEOPLE** move

they call the man from

FORD or BURNHAM VAN

With a sureness born of experience and training, sensitive electronic equipment, delicate office machines and high-value products are loaded and unloaded . . . moved safely, securely and swiftly in vans custom built and equipped for the job. Deliveries as scheduled. *It's your privilege . . . be particular . . . call the man from Ford or Burnham Van. He's in the Yellow Pages.*

© 1959 Burnham Van Service, Inc.

Service to ALL States



BURNHAM VAN SERVICE, INC., COLUMBUS, GA. FORD VAN LINES, LINCOLN, NEB.

101 Years of Convention Experience



HAROLD LAFRENERE
Vice President and
National Sales Manager

EDGEWATER BEACH HOTEL Chicago, Illinois

Famous as a lakefront hotel.
Convenient for business . . . yet
a self-contained resort with pool
and Cabana Club.

Phone: LOngbach 1-6000
Teletype: CG 2378



ROBERT G. GOLBACH
Sales Manager

HOTEL ROOSEVELT New York, N. Y.

Located on smart Madison
Avenue, convenient to every-
where, directly connected to
Grand Central Station.

Phone: MURray Hill 6-9200
Teletype: NY 1-2924



HERSHEL BENNETT
Sales Manager

THE MAYFLOWER Washington, D. C.

A "Name of International Fame"
in heart of the Nation's Capital.

Phone: DIstrict 7-3000
Teletype: WA 359



FRANK HIGNETT
Sales Manager

SOMERSET HOTEL - HOTEL KENMORE Boston, Massachusetts

In the quiet Back Bay section, close to Boston's
business district and historic sites.

Phone: COpley 7-9000 Phone: KENmore 6-2770
Teletype: BS 71 Teletype: BS 1093



JUSTIN P. QUINN
Sales Manager

Complete facilities at these
motor hotels for business
and social gatherings in a
resort atmosphere. Every-
thing from all-weather air-
conditioning to the famous
Rib Rooms are here for
your enjoyment.

CHARTERHOUSE MOTOR HOTEL 24800 Euclid Avenue Euclid, Ohio

CHARTERHOUSE MOTOR HOTEL Shirley Highway at Edsall Road, Route 350 Alexandria, Virginia

Opening 1960 — Royal Orleans Hotel, New Orleans, La.

... and a Lot of Imagination

You can measure years — but it's not so easy to measure
imagination. HCA hotels have both — *in quantity*.

HCA's long experience can make your meeting a wonderful
experience. Not only with perfectly suited accommodations and
expert service, but with the "little things," that often make a
big difference. Little things like ash trays being where they ought
to be . . . like a podium that doesn't squeak . . . like seats that fit
the modern age — and the modern man. At HCA hotels nothing
is too big or too small to help make your meeting a success.

And here's where imagination comes in — for HCA hotels
not only serve groups — they serve the *individuals* in the group.
That means your *particular* needs get experienced attention —
never a standardized routine. And it makes a big difference.

There's a big difference in HCA hotels, too. Each has a
unique personality and character that reflects the city in which
it is located . . . and each is conveniently located for business
and pleasure. Your meeting will be long remembered in this
atmosphere of individuality.

Look into HCA hotels and you'll book into an HCA hotel.
HCA will add the experience and imagination to your meeting
that will make it more successful. For reservations at any of the
HCA hotels listed here contact your nearest HCA hotel and
you'll get prompt experienced attention to every detail of your
meeting. Stay HCA — your meetings will be better that way!

Hotel Corporation of America

A. M. SONNABEND, President

INDEX TO AUDITORIUMS

continued

Miami, Fla.—Municipal Auditorium	74
Dinner Key Exposition Building	76
Dade County Auditorium	76
Miami Beach, Fla.—Miami Beach Auditorium	77
Milwaukee, Wis.—Milwaukee Auditorium	212
Arena	
Minneapolis, Minn.—Minneapolis Municipal Auditorium	125
Minot, N. D.—Auditorium	174
Montgomery, Ala.—Alabama State Coliseum	37
Montreal, Que.—Show Mart	219
New Haven, Conn.—New Haven Arena	61
New Orleans, La.—Municipal Auditorium	114
New York, N. Y.—Coliseum	153
Kingsbridge Armory	154
Madison Square Garden	154
New York Trade Show Building	154
69th Regiment Armory	154
71st Infantry Regiment Armory	154
Norfolk, Va.—Norfolk Municipal Auditorium	206
Oakland, Cal.—Oakland Municipal Auditorium-Arena	52
Oklahoma City, Okla.—Municipal Auditorium	178
Omaha, Nebr.—Omaha City Auditorium	134
Ak Sar Ben Coliseum	134
Pasadena, Cal.—Pasadena Civic Auditorium	53
Peoria, Ill.—Shrine Mosque	105
Philadelphia, Pa.—Trade & Convention Center	186
Pittsburgh, Pa.—Auditorium	188
Portland, Ore.—Memorial Coliseum	180
Quebec, Que.—Exhibition Park	220
Raleigh, N. C.—State Fair Area	173
Richmond, Va.—Mosque Auditorium	207
Richmond Arena	207
Rochester, Minn.—Mayo Civic Auditorium	126
Rochester, N. Y.—Auditorium	168
Sacramento, Cal.—Sacramento Memorial Auditorium	54
St. Joseph, Mo.—Municipal Auditorium	131
St. Louis, Mo.—Henry W. Kiel Auditorium	131
St. Paul, Minn.—St. Paul Auditorium	127
San Antonio—Joe Freeman Coliseum	203
Municipal Auditorium	203
Villita Assembly Building	203
San Francisco, Cal.—Civic Auditorium	55
Cow Palace	55
San Jose, Cal.—Civic Auditorium	56
Santa Cruz, Cal.—Auditorium	59
Santa Monica, Calif.—Auditorium	59
Santa Rosa, Calif.—Auditorium	59
Sarasota, Fla.—Municipal Auditorium	91
Seattle, Wash.—Senator Auditorium	209
Civic Auditorium & Arena	209
Sioux City, Iowa—Sioux City Municipal Auditorium	110
Sioux Falls, S. D.—Coliseum	192
Spokane, Wash.—Spokane Coliseum	210
Springfield, Mass.—Springfield Municipal Auditorium	120
Industrial Arts Building, Eastern States Exposition	120
Syracuse, N. Y.—Onondaga County War Memorial	170
Tacoma, Wash.—Memorial Fieldhouse	210
Tampa, Fla.—Fort Homer Hesterly Armory	91
Toledo, Ohio—Sports Arena	178
Topeka, Kans.—Municipal Auditorium	111
Toronto, Ont.—Canadian National Exhibition Buildings	216
O'Keefe Auditorium	216
Vancouver, B. C.—Forum Building	214
Garden Building	214
Victoria, B. C.—Auditorium	214
Virginia Beach, Va.—Auditorium	208
Waco, Texas—Heart O' Texas Coliseum	204
Washington, D. C.—National Guard Armory	62
Uline Arena	62
Wichita, Kan.—Municipal Forum Building	111
Worcester, Mass.—Worcester Memorial Auditorium	121



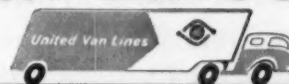
"Yep, I've watched thousands of exhibits come and go through that door. Been some real 'humdingers,' too, that must have cost a mint of money. But regardless of their cost... plain or fancy, large or small... I've noticed the United folks give that little *extra* care to every shipment. Must be a comfort for any company to know their exhibit is in good hands."

A comfort... yes. But NOT a luxury.

More companies every day find that shipping their exhibits—uncrated—via United, is the safe, economical, "on-time" way to put their show on the road.

Ask your nearby United Van Lines' Agent for complete details. He's listed under "MOVERS" in the Yellow Pages.

United Van Lines



MOVING WITH CARE

Everywhere®

**GIVE
YOUR
CONVENTION
A
FLYING
START**



...IN ONE OF NORTHWEST'S 5

It adds so much to fly Northwest! Your people will love the fun of flying. They'll arrive relaxed. Get there faster. Get home faster . . . with less time taken away from business. And they'll get the ultimate in service . . . either Northwest's famous Imperial Service or economical Coronation Coach Service. Arrive on time. Return on time. Fly smoothly all the way aboard luxurious LR Electras or DC-7C's, both equipped with all weather radar. Fly the

MIDWEST
Chicago, Detroit, Cleveland, Milwaukee and the Twin Cities are great convention centers. They're particularly ideal for national conventions due to central location. That means lowest time and travel expense, highest attendance. Facilities to house the largest conventions comfortably.

PACIFIC NW
Offers spacious convention and meeting facilities in Seattle, Spokane and Portland. Here in the shadow of the Rockies, widening your off-hour horizons are Puget Sound and across it, Victoria, B.C. and your entrance to Canada; the fabulous Columbia River and 14,410 foot Mount Rainier and its surrounding National Park.

Florida
Northwest flies to the great convention cities on both Atlantic and Gulf coasts. Miami, with its miles of luxurious ocean-front hotels, private pools, palms, wide beaches. A city filled with goings-on around the clock. Fort Lauderdale, a second Atlantic-coast convention city. Also Tampa, St. Petersburg and Clearwater on Florida's sun-drenched Gulf coast.

GREAT CONVENTIONLANDS !

best . . . fly Northwest Orient Airlines to your conventionland. For detailed information and special helps, call or write the *Convention Bureau* of:



NORTHWEST
Orient **AIRLINES**

1885 University Ave., St. Paul 1, Minn.



American Institute of Banking
Brown-Forman Distillers Corp.
Campbell Soup Company
Curtis Circulation Company
General Electric Company
Home Manufacturers Association
John Hancock Mutual
Life Insurance Co.
Lionel Corporation
MGM Records Division
Loew's, Inc.
National Renderers Association
National Retail Merchants Ass'n
National Wooden Pallet
Manufacturers Ass'n
Provident Mutual Life
Insurance Company
Prudential Insurance Company
of America
Readers Digest Association, Inc.
Shenandoah Life Insurance Company
Turbo Dynamics Corporation
Wirebound Box Manufacturers Ass'n
York Corporation

Listed here is a sampling of the many firms and associations ably served by Premier Hotel Representatives, Inc.

Executives concerned with group meetings who place a premium on their own time and who recognize the value of specialists are quick to call on Premier. The reasons are most valid.

Premier offers to its clients a wide choice of fine hotels and resorts across the country—and outside of it as well.

Premier is *always* able to place a given group in the right surroundings—right in terms of location, size, compatability and rate.

Premier's buying power works for its clients, and this advantage, coupled with its knowledge in the specialized field of group meetings, enables Premier to save money and time for its clients. You are invited to join their ranks.

Premier Hotel Representatives, Inc.

John F. Monahan, President

Executive Office: New York City

PLaza 6-9747

Service Offices—Atlanta

Miami / Los Angeles / San Francisco

Seattle / Mexico City

PREMIER

HOTEL REPRESENTATIVES

Alphabetical list of sales organizations that represent hotels and specialize in convention groups.

Ruth Bedrossian

Boston, Mass.: 80 Boylston St. (16)
Phone: HUBbard 2-0060

Howard F. Dugan Associates

New York, N.Y.: 230 Park Ave. (17)
Phone: MURray Hill 4-0003
Chicago, Ill.: 77 Washington St.
Phone: CENtral 6-3446
Washington, D.C.: 927 15th Street, N.W.
Phone: DIstrict 7-1188

Glen W. Fawcett, Inc.

Los Angeles, Cal.: 510 W. 6th St. (14)
Phone: MAdison 6-7581
San Francisco, Cal.: 1029 Russ Bldg. (4)
Phone: YUkon 2-6905
Seattle, Wash.: 726 Joseph Vance Bldg. (1)
Phone: MUtual 2-1981
Dallas, Tex.: 211 N. Ervay (1)
Phone: RIVERSide 1-6814

Leonard Hicks, Jr.

See Advertisement, Page 29

Washington, D.C.: 1145-19th St., N.W. (5)
Phone: EXecutive 3-6881
Detroit, Mich.: 1701 Cass Ave. (26)
Phone: WOODward 2-2700
Miami, Fla.: 7630 Biscayne Blvd., Suite 111 (38)
Phone: PLaza 4-1667
Chicago, Ill.: 505 North Michigan Ave. (11)
Phone: MOHawk 4-5100
Atlanta, Ga.: 134 Peachtree St., N.W., Suite 134 (3)



CONVENTIONS SALES MEETINGS & INVENTIVES

We are exclusive representatives of many outstanding hotels and resorts in the Americas, the Caribbean and overseas. Call on us for specific information and practical expert assistance.

Address Richard H. Brown,
Director of Sales

Utell International

Essex House, New York 19

or our nearest branch office

Boston — Chicago — Dallas

Miami — Toronto

Phone: JACson 4-3486
Toronto, Ont., Canada: 150 King St., W., Suite 208
Phone: EMpire 3-1648
New York, N.Y.: 532 Madison Ave. (22)
Phone: MURray Hill 8-0123
West Coast Offices: See John A. Tetley Co.

Jim Mills & Associates, Inc.

Miami, Fla.: 311 Roper Bldg. (32)
Phone: FRanklin 7-4571

Oliver-Kermit Hotel Associates

New York, N.Y.: 521 Fifth Avenue (17)
Phone: YUkon 6-1800

Premier Hotel Representatives Inc.

See Advertisement, Page 28

New York, N.Y.: 541 Lexington Ave., Belmont Plaza, Suite 237
Phone: PLaza 5-9747
Atlanta, Ga.: 1050 Ponce de Leon Ave., N.E., Briarcliff Hotel
Phone: CEdar 3-8673
Miami, Fla.: 610 Chamber of Commerce Bldg. (32)
Phone: FRanklin 1-8418
Mexico City, Mexico: Apartamentos Glorieta, Acultzingo 26
Seattle, Wash.: 1411 4th Avenue Bldg.
Phone: MAdison 2-7474
San Francisco, Cal.: 209 Post St.
Phone: EXbrook 7-5551
Los Angeles, Cal.: 6363 Wilshire Blvd.
Phone: OLive 3-8492

Robert Reid Associates, Inc.

New York, N.Y.: 610 Fifth Ave. (20)
Phone: PLaza 7-2444

John A. Tetley Co., Inc.

Los Angeles, Cal.: 3440 Wilshire Blvd. (5)
Phone: DUnkirk 8-1151
San Francisco, Cal.: Fairmont Hotel, Suite 12 (6)
Phone: EXbrook 7-2717
East Coast Offices: See Leonard Hicks, Jr.

Utell International

New York, N.Y.: Essex House (19)
Phone: PLaza 7-2981
Boston, Mass.: 80 Boylston St. (16)
Phone: LIBerty 2-2036
Chicago, Ill.: 55 E. Washington St. (2)
Phone: FINancial 6-2979
Dallas, Tex.: 6270 Oram St. (14)
Phone: TAYlor 7-6211
Miami, Fla.: 141 N.E. Third Ave. (32)
Phone: FRanklin 9-8331
Toronto, Canada: 112 Yonge St. (1)
Phone: EMpire 6-3313

Robert F. Warner, Inc.

See Advertisement, Page 167

New York, N.Y.: 17 E. 45th St. (17)
Phone: MURray Hill 2-4300
Washington, D.C.: Investment Bldg. (5)
Phone: REPUBLIC 7-2642
Chicago, Ill.: 77 W. Washington St. (2)
Phone: RANDolph 6-0625
Boston, Mass.: 73 Tremont St. (8)
Phone: LAFayette 3-4497
Miami, Fla.: 1235 Ingraham Bldg.
Phone: FRanklin 3-7598
Toronto, Ont., Canada: 80 Richmond St., West
Phone: EMpire 3-2693
London, England: 15 Dover St.
Phone: HYde Park 9601

William P. Wolfe Organization

New York, N.Y.: 500 Fifth Ave.
Phone: LONGacre 5-1114
Chicago, Ill.: 532 Pittsfield Bldg.
Phone: WABash 2-0778
Cleveland, Ohio: The Hanna Bldg.
Phone: SUPerior 1-6866
Boston, Mass.: 419 Boylston St.
Phone: COpley 7-7640
Philadelphia, Pa.: 123 S. Broad St.
Phone: KINGSley 6-1937
Miami, Fla.: Pan American Bank Bldg.
Phone: FRanklin 9-1416
Toronto, Ont.: 13 Adelaide St., E.
Phone: EMpire 3-2619

LEONARD HICKS, JR.

Proudly Announces
The Opening
of New Offices in

ATLANTA, GA.
134 Peachtree Street, N. W.

TORONTO, ONT.
150 King Street West



Offering
Experienced, Cost-Free Service to
**ASSOCIATION DIRECTORS
SALES EXECUTIVES
TRAVEL AGENTS**

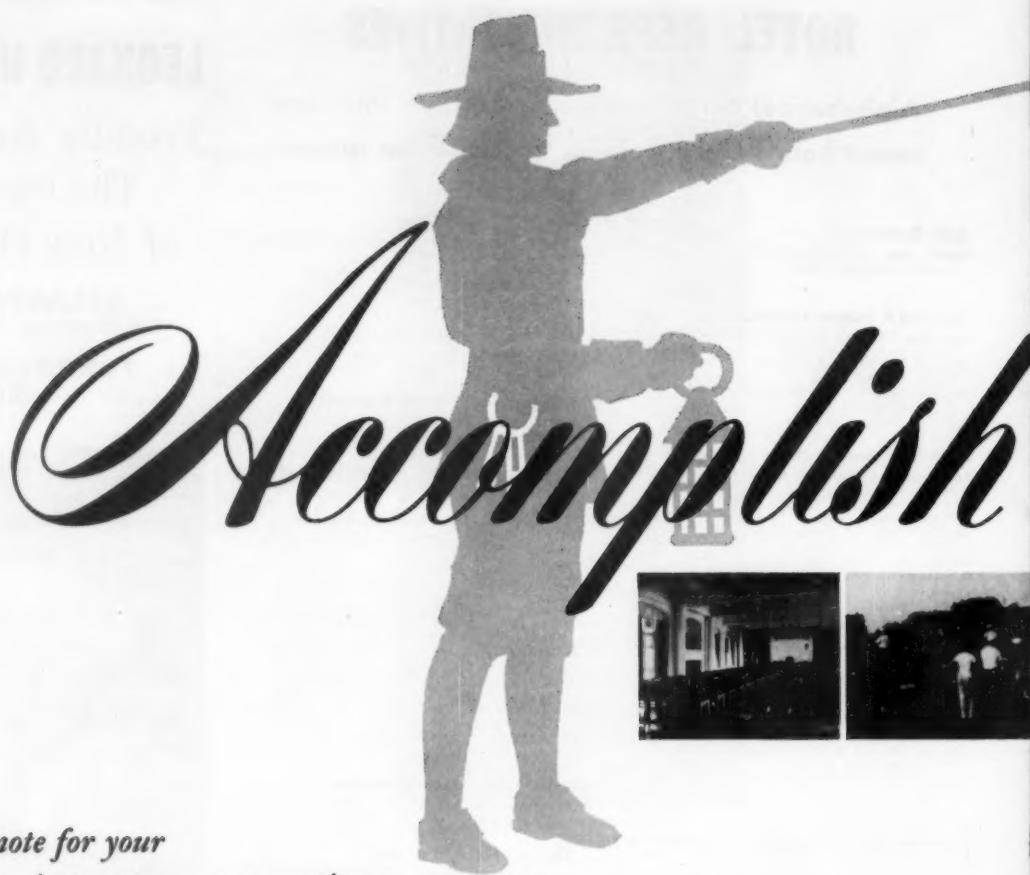
in the planning of conventions,
sales meetings, conferences
and sales incentive programs

Affiliated With
John A. Tetley Co., Inc.
3440 Wilshire Blvd.
Los Angeles 5, Calif.

Fairmont Hotel,
San Francisco 6, Calif.
Opening Spring 1960—Dallas Office

LEONARD HICKS, JR. & ASSOCIATES

NEW YORK • CHICAGO
DETROIT • WASHINGTON
MIAMI • ATLANTA • TORONTO



*... Keynote for your
important group meetings*

at TREADWAY INNS AND RESORTS

Deft weaving of splendid facilities, renowned decor and superlative services into the fabric of a meetings success is an experienced art at Treadway Inns. With accommodations to suit particular groups . . . to please and impress the most discriminating conferee . . . with efficiently disposed, effectively equipped meeting and banquet rooms, inviting public areas and relaxing lounges, each Treadway promotes all

phases of group agendas. Complete hotel services and appointments, of course, knowledgeably rendered by a practiced Treadway Staff for your reward.

Over 20 conveniently located Treadways give you a choice of country, city or resort settings, each with prime group recreational facilities nearby. Plan now to meet next at one of the Treadway Inns listed to the right!

For groups 2 to 200 strong!



TREADWAY INNS
and Resorts



TREADWAY INNS

*are located where you want to meet,
throughout the "Business East"*

IN NEW ENGLAND

At this location . . .	This Inn . . .	Accommodates	For open dates, call:
Amherst, Mass.	The Lord Jeffery	100	N. M. Enman, ALPine 3-2576
Andover, Mass.	Andover Inn	80	R. N. Frazer, GRenleaf 5-5903
Martha's Vineyard, Mass.	The Harbor View	100	J. S. Packard, Edgertown 444*
Sturbridge, Mass.	The Publick House	40	Mrs. Louise Coggeshall, Dickens 7-3313
Williamstown, Mass.	The Williams Inn	125	J. F. Treadway, Williamstown 550
Winchendon, Mass.	Toy Town Tavern	110	J. D. Lee, Winchendon 220*
Franconia, N. H.	Mittersill Alpine Inn	50	S. W. McCartney, VALley 3-5511
Rutland, Vt.	Long Trail Lodge	70	G. E. Wright, PRospect 3-6310
Norwalk, Conn.	Treadway Inn	100	F. J. Power, Jr., TEMple 8-5531

THE MIDDLE-ATLANTIC STATES

Canandaigua, N. Y.	Treadway Inn	100	R. P. Battle, Canandaigua 970
Cooperstown, N. Y.	Treadway Otesaga	275	J. B. Dodge, Cooperstown 600
Cooperstown, N. Y.	Cooper Inn	60	J. B. Dodge, Cooperstown 600
Johnstown, N. Y.	Johnstown Treadway Inn	100	A. B. Murray, Johnstown 6-3121
Niagara Falls, N. Y.	Treadway Inn	175	J. H. Healy, BUTler 5-2541
Rochester, N. Y.	Treadway Inn	150	H. K. Niles, BAKER 5-2060
Meadville, Pa.	The David Mead	100	P. C. Benton, Meadville 41-201
St. David's, Pa. (Phila.)	Treadway Inn	175	R. J. Pearce, MURray 8-5800
Annapolis, Md.	Treadway Maryland Inn	75	M. B. Beavers, COLonial 3-2641

AND FLORIDA

Vero Beach	Royal Park Inn	90	J. S. Packard, JORdan 2-2392
------------	----------------	----	------------------------------

*In summer season only—contact Central Service below for details

FOR FACILITIES OF INNS ABOVE, SEE LISTINGS IN THIS PUBLICATION

OTHER TREADWAY INN LOCATIONS: Tucson, Arizona; Nassau; Jamaica; Austria.

UNDER CONSTRUCTION—OPENING 1960: Treadway Motor House, Cambridge, Mass.; Treadway Inn, Batavia, N. Y.; Treadway Inn, Massena, N. Y.; Treadway Inn, Lebanon, Pa.



THE LORD JEFFERY
Amherst, Mass.



ANDOVER INN
Andover, Mass.



THE HARBOR VIEW
Martha's Vineyard, Mass.



THE PUBLICK HOUSE
Sturbridge, Mass.



THE WILLIAMS INN
Williamstown, Mass.



TOY TOWN TAVERN
Winchendon, Mass.



MITTERSILL ALPINE INN
Franconia, N. H.



LONG TRAIL LODGE
Rutland, Vt.



TREADWAY INN
Norwalk, Conn.



TREADWAY INN
Canandaigua, N. Y.



TREADWAY OTESAGA
Cooperstown, N. Y.



COOPER INN
Cooperstown, N. Y.



TREADWAY INN
Johnstown, N. Y.



TREADWAY INN
Niagara Falls, N. Y.



TREADWAY INN
Rochester, N. Y.



TREADWAY INN
Lebanon, Pa.



THE DAVID MEAD
Meadville, Pa.



TREADWAY INN
St. David's, Pa.



TREADWAY MARYLAND INN
Annapolis, Md.



ROYAL PARK INN
Vero Beach, Fla.

Central Service for Meeting Planners!

For your maximum convenience in programming meetings at
Treadway Inns, write or phone David F. Treadway, 32 Maple Avenue,
Windsor, Connecticut. Phone, MURdock 8-2333

new
low
rates



with eager-beaver service!

Here's an easy way to save up to 50% on shipments of certain commodities. Just give Railway Express a total of 300 lbs. in any single pickup. It doesn't matter how many consignees you name—we'll aggregate the weights of individual small shipments to help you qualify for our new lowered rates.

Railway Express gives you service no other organization can match. Look!

- Nationwide coverage to 23,000 communities in the U.S.
- International service to almost anywhere in the world
- Unified, one-carrier responsibility all the way
- Door-to-door delivery at no extra charge (within authorized limits)
- Special low rates on many commodities
- The kind of transportation that best suits your particular needs

We're busy as beavers these days carrying out our long-range improvement plans. You'll find us eager—and able—to give your shipments the thorough service you want. Call Railway Express—and see!



RAIL • AIR • SEA • HIGHWAY

Depend
on



for successful TRADE SHOWS,
MEETINGS, CONVENTIONS

From Miami Beach to Seattle you'll find outstanding Doric facilities — with expert planning help and dependable follow-through to make your meeting run like clockwork. Large or small, your meeting is important in a Doric hotel. For full information on all properties, call or write:

THE DORIC COMPANY
University Bldg., Seattle, Wash.
MA 3-5400



DORIC BELLINGHAM, Bellingham, Wn.
Meetings to 1700; catering to 1000.

DORIC NEW WASHINGTON, Seattle
Meetings to 500; banquets to 350.



DORIC LEAMINGTON, Oakland
Meetings to 1000; banquets to 750.



DORIC MAR MONTE, Santa Barbara
Meetings to 400; banquets to 350.

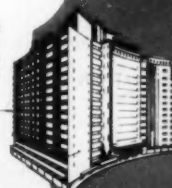


DORIC OCOTILLO LODGE, Palm Springs
Outstanding for incentive program winners; the desert's most lavish luxury resort!



DORIC SURF RIDER INN, Santa Monica
Meetings to 300; banquets to 175.

DORIC SAXONY, Miami Beach
Outstanding luxury hotel:
meetings to 1700;
banquets to 1200.



MEETING FACILITIES AT OTHER DORIC HOTELS & MOTOR HOTELS ON THE WEST COAST

THE HILTON CITY OF FINE CONVENTION HOTELS



Successful meetings convene every day within the Hilton network of hotels. Why? Because each Hilton Hotel has complete convention facilities, serviced by a staff trained to deliver the utmost in expert assistance.

For complete information on accommodations, contact Sales Manager of any Hilton Hotel, or: Richard L. Collison, Assistant Vice President and General Sales Manager, Hilton Hotels, Palmer House, Chicago 90, Illinois.

HILTON HOTELS IN THE UNITED STATES

NEW YORK
The Waldorf-Astoria
The Plaza
The Statler Hilton
The Savoy Hilton
WASHINGTON, D. C.
The Statler Hilton
BOSTON
The Statler Hilton
HARTFORD
The Statler Hilton

CHICAGO
The Conrad Hilton
The Palmer House

BUFFALO
The Statler Hilton

CINCINNATI
The Netherland Hilton
The Terrace Hilton

CLEVELAND
The Statler Hilton

LOS ANGELES
The Statler Hilton
The Beverly Hilton
(Beverly Hills)

DAYTON
The Dayton Biltmore

DETROIT
The Statler Hilton

COLUMBUS
The Deshler-Hilton

SAN FRANCISCO
Hilton Inn

ST. LOUIS
The Statler Hilton

NEW ORLEANS
Hilton Inn

HOUSTON
The Shamrock Hilton

DALLAS
The Statler Hilton

EL PASO
Hilton Hotel

FORT WORTH
Hilton Hotel

SAN ANTONIO
Hilton Hotel and Inn

ALBUQUERQUE
Hilton Hotel

CHIHUAHUA, Mexico
The Palacio Hilton

SAN JUAN, Puerto Rico
The Caribe Hilton
MADRID, Spain
The Castellana Hilton
PANAMA, R. P.
El Panamá Hilton

HILTON HOTELS INTERNATIONAL

MONTREAL, Canada
The Queen Elizabeth
(a C.N.R. Hotel)

ISTANBUL, Turkey
The Istanbul Hilton

WEST BERLIN, Germany
The Berlin Hilton

CAIRO, Egypt, U.A.R.
The Nile Hilton

MEXICO CITY, Mexico
The Continental Hilton
ACAPULCO, Mexico
Las Brisas Hilton
HAVANA, Cuba
The Habana Hilton

HILTON HOTELS UNDER CONSTRUCTION

In Pittsburgh, Pa. (opening 1959) • Denver, Colo. (opening 1960) • San Francisco, Cal. • Portland, Ore. • Tarrytown, N. Y. • Aurora, Ill. • El Paso, Texas • Port-of-Spain, Trinidad, W. I. • Athens, Greece



CONRAD N. HILTON, PRESIDENT • EXECUTIVE OFFICES • THE CONRAD HILTON, CHICAGO 5, ILLINOIS



TRAVEL INCENTIVE "ENGINEERING" MOVES MERCHANDISE AND MEN

"IT'S not 'where shall we go this year?' It's not 'what can we offer now?'"

How often has your sales campaign planning conference begun with such pointless discussion?

Incentive and convention specialist, Martin Iger, realized long ago that a more scientific approach to sales incentives is needed. The service he developed is best defined as incentive engineering.

Market Research Techniques Surveyed Depth Interviews First Used By Iger in 1932 Determined:

- A — Motivations that make men react.
- B — Merchandising programs that are acceptable, attainable and sensible.

Results were immediate; sales soared, so did enthusiasm for Iger engineered promotions.

Exclusively Travel

Travel has more universal appeal than any other form of incentive, Iger research proved. That's why he uses it exclusively in creating a campaign theme. Yet travel is only a tool — it's the promotion based on insight to salesman and dealer motivation which counts.

What Do You Want To Sell?

There is no set formula. Market conditions, type of goals and geographic areas require different approaches. Before any recommendations, a detailed survey of preferences is conducted among dealers and distributors. Conferences with your distribution channels will determine quotas and goals — never a budget where percentage of flow of goods will determine the expenditure. Here's

where the service of Martin B. Iger & Company differs from agencies offering packaged incentive plans.

Free Trip Not Enough Incentive

To motivate the average salesman, a free trip to some exotic spot on the globe is not enough of an incentive. It may even look like just another gimmick unless you promote it vigorously and wisely.

Experience gained through working with some of the leading users of incentive travel enables Iger to develop plans which emphasize achievement — and which are reasonably easy to achieve!

If you want this recognized authority on incentive travel promotions to design and produce your next sales campaign, write or wire main office.

Martin B. Iger & Company
1475 Broadway
New York 36, N. Y.

Hotel and Auditorium Facilities

Section 1

- 1** Hotels and auditoriums are listed alphabetically under the cities in which they are located. (HSMA) after hotel name indicates membership in Hotel Sales Management Assn.
- 2** Cities are listed alphabetically under their respective states. (Transportation lines to city and convention bureau are listed under each city.)
- 3** States are listed alphabetically. They are followed by Canadian provinces.
- 4** U. S. island possessions follow Canada. These are followed by British West Indies, Cuba, Dominican Republic, Haiti, Mexico and Panama.

Delta's DC-8 Jets Link 7 Great Convention Cities



—with luxury and economy on every flight

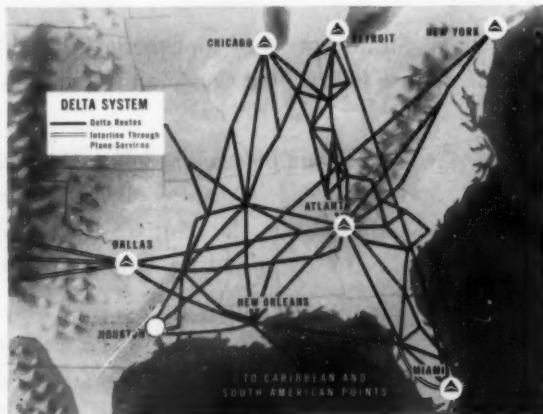
Delta's magnificent new DC-8's have pioneered jet speed and comfort between North and South. The DC-8, planned for *passengers* from its inception, sets a new standard of luxury for first class travel and also provides equal speed plus economy in a thrifty supercoach section on every flight.

As additional aircraft deliveries and availability of adequate airport facilities permit, Delta will extend its jetliner service to many more cities in addition to those shown on the route map below.



Delta's Royal Jet Service features luxurious reclining seats with individual tables, champagne luncheons and dinners in first class; hot meals in supercoach.

Personalized Convention Service: Your organization can definitely benefit by utilizing Delta's PCS. Won't you give us an opportunity to demonstrate our helpfulness? Call the Delta Sales Office nearest you, or write Supervisor Convention Sales, Delta Air Lines, Atlanta Airport, Atlanta, Georgia.



Sample flight times: Atlanta-New York, 108 min.; Chicago-Miami, 2 hrs. 47 min.; Dallas-Atlanta, 100 min.; Detroit-Miami, 2 hrs. 46 min.



DELTA
AIR LINES

SALES MEETINGS/Part II SALES MANAGEMENT

ALABAMA

BIRMINGHAM

Railroads: C. of Ga.; L. & N.; S.A.L.; So. Ry.; Frisco; Ill. Cent.; A.G.S.; A.C.L.; G.M. & O.; Bir. So.; Bir. Belt
Airlines: CAP, DAL, EAL, SOU

CONVENTION BUREAU

Convention & Travel Department
1914 4th Ave., North (3)
Lowell S. Hamilton, Manager

AUDITORIUM

Municipal Auditorium

1928 8th Ave. (Phone: FA 2-6597)

Manager: Fred McCallum
Exhibit Areas: 31,000 sq. ft.; 20,000 Main Auditorium; 11,000 sq. ft. exhibit hall
Rental Fees: On Application
Floor Load: Unlimited
Ventilation: Air conditioned
Ceiling Height: 50 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10.5 ft. by 10.5 ft.
No. Elevators and Capacities: One, 10,000 lbs.
Columns: None
Utilities: AC 120-280 current, gas, water
Loading Facilities: Elevated doors and hand trucks; railroad 150 ft. behind building
Storage Areas: Ample
Meeting Rooms and Capacities: Six; three-25; one-35; one-50; one-300
Parking Facilities: 1,000 car lot
Distance from Business District: Three blocks

The Dinkler-Tutwiler Hotel (HSMA)

See Advertisement, Page 38

2805 5th Ave. N. (Phone: Alphone 2-8161; Telegraph: FGM)

Manager: Ira M. Patton, Vice Pres.
Sales Manager: Richard Thomas
Convention Season: All year
Largest Group Accommodated: 500 (275 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00; Double: 8.50-17.00; Suites: 20.00, European Plan
No. Mtg. Rms. & Capacity of Largest: 8 (1800)
No. Banquet Rms. & Capacity of Largest: 8 (1300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Open to agreement
Charges for Exhibit Areas: Open to agreement
Net Exhibit Space: 8,250 sq. ft. on one floor; separate area
Audio-Visual Aids: PA system; spotlights, film projectors rental agency
Stage: Available
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Holiday Inn

See Advertisement, Page 15

4301 Bessemer Hwy (Phone: HAmilton 5-4352)

Manager: Louis P. Woods
Convention Season: From Labor Day to June 1st
Largest Group Accommodated: 175 (50 rooms, 5 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 6.50-12.00; Double: 9.00-14.00; Suites: 16.00-30.00
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00-50.00; allowance of 1.00 per bedroom occupied per day
Charges for Exhibit Areas: 15.00-50.00; allowance of 1.00 per bedroom occupied per day
Net Exhibit Space: 3,280 sq. ft. on one floor
Audio-Visual Aids: Blackboard, lighted speakers rostrum, PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool, badminton, croquet, shuffleboard, golf putting green, ping pong, carpet golf

Pick-Bankhead Hotel

2300 - 5th Ave. N. (Phone: ALpine 1-3231; Telegraph: FTK)

Manager: Gene White
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 13 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-8.50; Double: 7.50-10.00; Suites: 19.00 up, European
No. Mtg. Rms. & Capacity of Largest: 10 (100)
No. Banquet Rms. & Capacity of Largest: 10 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Audio-Visual Aids: Spotlights
Stage: Available

Thomas Jefferson Hotel

2nd Ave. & 17th St. (Phone: AL 2-7141)

Manager: Nat D. Hurdle
Sales Manager: Neil Terrell
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 12.00; Double: 7.00 to 13.00; Suites: 18.00 to 25.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (750)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Net Exhibit Space: 6,000 sq. ft. on one floor
Charges for Exhibit & Mtg. Rms.: 25.00 to 100.00
Audio-Visual Aids: PA system, stage

MOBILE

Railroads: L. & N.; So. Ry.; G.M. & O.; A.T. & N.
Airlines: CAP, EAL, NAL, SOU

Admiral Semmes

251 Government St. (Phone: Hemlock 3-2771)

Manager: Frank C. Drane
Sales Manager: C. S. Hill
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-8.00; Double: 8.00-12.00; Suites: 17.50-25.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (800)
No. Banquet Rms. & Capacity of Largest: 5 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50

Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: None
Audio-Visual Aids: PA system, spotlights, film projectors rental agency
Stage: Available

The Battle House (HSMA)

26 N. Royal St. (Phone: HE 2-0531; Teletype MO 592)

Manager: B. C. Counts
Convention Season: Not during February & March
Largest Group Accommodated: 300 (150 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00; Double: 8.00-15.00; Suites: 20.00 up, European
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1-2.50; Lunch: 2-4; Dinner: 2.50-4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if meals served
Audio-Visual Aids: PA system, spotlights, film projectors rental agency
Stage: Available

MONTGOMERY

Railroads: A.C.L.; C. of Ga.; L. & N.; G.M. & O.; S.A.L.; W. of A.
Airlines: DAL, EAL

AUDITORIUM

Alabama State Coliseum

P.O. Box 7026 (Phone: 5-2341)
Manager: Aubrey H. Fleming
Exhibit Areas: Arena, 33,000 sq. ft.; concourses, 60,000 sq. ft.
Rental Fees: Minimum \$300 to \$500 per day, includes utilities and janitor service, storage of exhibits before show
Ventilation: Air cooled
PA System: Yes
Ceiling Height: 100 ft.
Columns: None
Dimensions, Opening to Exhibit Hall: 2 doors, 18 by 18 ft.
Current and Utilities Available: Unlimited
Railroad Sidings: For 8 cars
Loading Facilities: Fork lift
Location, Size of Storage Areas: Two rooms, 50 ft. by 60 ft.
Number of Meeting Rooms and Capacities: 8 (30 to 200)
Facilities for Food Functions: Banquet for 1,500
Parking Facilities: 4,500 cars
Distance from Business District: 3 miles

To get things done...and have more fun
COME TO POINT CLEAR.
YOUR PRIVATE PLEASURE-LAND!



NEW LAAGOON ROOM
SKYLounge
LAKEWOOD CLUB
CHAMPIONSHIP GOLF COURSE
DEEP-SEA CRUISERS
SWIMMING POOL AND WHITE SAND BEACH

Distinguished cuisine and service, plus luxurious comfort and the privacy of a 350-acre estate have established Grand Hotel as a favorite resort for discriminating guests. 100% air conditioned. Add to these features the finest of meeting rooms and you have all the facilities you could ask for a successful, enjoyable meeting! Available all year, except March and April.

Maximum 200 persons (120 double rooms and suites)

For Convention Information Kit, write James M. Pope, Resident Manager

GRAND HOTEL • POINT CLEAR, ALABAMA

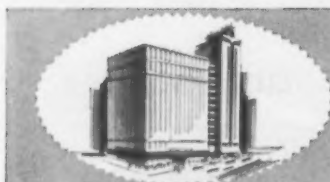
Murray Stevenson, Vice President

Owned and operated by Southern Industries Corporation, Mobile, Ala.

4

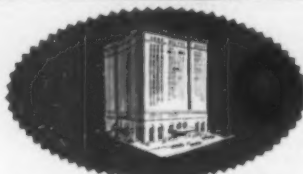
INCOMPARABLE CONVENTION & SHOW CENTERS IN THE SOUTH

- ★ Central Locations—excellent transportation accessibility
- ★ Flexible meeting and display space arrangements
- ★ Heavy duty elevators and power facilities
- ★ The latest visual and acoustical devices
- ★ Excellent banquet facilities and service
- ★ Guest rooms with modern decor. T.V.
- ★ All hotels 100% air conditioned
- ★ Ample garage facilities
- ★ Superb restaurants



DINKLER PLAZA...ATLANTA, GA.

Meeting capacities	25 to 2000
Banquets	to 1500
Dances	to 2000
Guest Rooms	600



DINKLER-TUTWILER...BIRMINGHAM, ALA.

Meeting capacities	25 to 1800
Banquets	to 1300
Dances	to 1800
Guest Rooms	450



DINKLER-JEFFERSON DAVIS...MONTGOMERY, ALA.

Meeting capacities	15 to 350
Banquets	to 275
Dances	to 300
Guest Rooms	250



DINKLER-ANDREW JACKSON...NASHVILLE, TENN.

Meeting capacities	40 to 400
Banquets	to 350
Dances	to 300
Guest Rooms	400

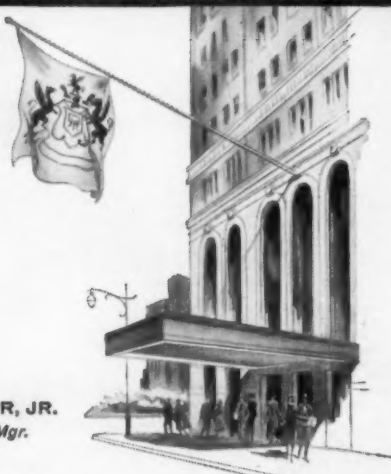
WRITE SALES MANAGER AT THE HOTEL OF YOUR CHOICE FOR COMPLETE CONVENTION BROCHURE.

THE TRUE STANDARD
OF FINE INNKEEPING

DINKLER HOTELS

CARLING DINKLER
President

CARLING DINKLER, JR.
Vice Pres. & Gen. Mgr.



ALABAMA

Montgomery continued

Dinkler-Jefferson Davis Hotel

See Advertisement, Page 38

348 Montgomery St. (Phone: Amherst 2-5251)
 Manager: Charles A. Dionne
 Sales Manager: Mrs. Dolly Pettus
 Convention Season: All year
 Largest Group Accommodated: 175 (100 rooms, 5 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 5.00-10.50; Double: 7.75-12.50; Suites: 26.00
 No. Mtg. Rms. & Capacity of Largest: 6 (450)
 No. Banquet Rms. & Capacity of Largest: 4 (300)
 Group Meal Rates: Breakfast: 1.00 up; Lunch: 1.50; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None if food is served
 Charges for Exhibit Areas: 10.00 to 125.00
 Net Exhibit Space: 8,000 sq. ft., including 5,720 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, film projectors, blackboard, portable screen
 Stage: Available
 Sports Facilities: Tennis, golf, swimming, horse-back riding
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Whitley Hotel

Montgomery St. (Phone: Amhurst 2-6461; Teletype: MG-6023)
 Manager: Mark L. Grable
 Sales Manager: Thomas A. Bell
 Convention Season: All year
 Largest Group Accommodated: 400 (200 rooms, 8 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 5.50-8.50; Double: 8.00-12.00; Suites: 20.00-35.00
 No. Mtg. Rms. & Capacity of Largest: 7 (1,200)
 No. Banquet Rms. & Capacity of Largest: 7 (700)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: Depends on requirements
 Net Exhibit Space: 8,000 sq. ft. on two floors, separate area
 Audio-Visual Aids: PA system, spotlights, film projectors available next door
 Stage: Available

POINT CLEAR

Railroads: L. & N.; G.M. & O.

Grand Hotel (HMSA)

See Advertisement, Page 37

(Phone: Waverly 8-9201)
 Gen. Manager: Murray Stevenson
 Sales Manager: James M. Pope
 Convention Season: All year except March & April
 Largest Group Accommodated: 230 (115 rooms, 25 parlors)

Air Conditioning: Entire hotel
 Convention Rates: June 1-Sept. 30, Nov. 16-Feb. 14 — Single: 22.00-24.00; Double: 32.00-34.00
 Suites: 40.00-45.00, Feb. 15-May 31, Oct. 1-Nov. 15 — Single: 28.00-30.00; Double: 36.00-38.00; Suites: 43.00-48.00, American
 No. Mtg. Rms. & Capacity of Largest: 3 (250)
 No. Banquet Rms. & Capacity of Largest: 2 (250)
 Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 5.00
 Net Exhibit Space: 1,500 sq. ft.
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Audio-Visual Aids: PA system, spotlights, 16mm sound projector. Most types available locally on rental basis
 Sports Facilities: Golf, tennis, swimming, bowling on green, fishing, sailing, croquet, badminton quarts cycling
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

ARIZONA

CHANDLER

Railroads: So. Pac.
 Airlines: Served through Phoenix

San Marcos Hotel (HSMA)

See Advertisement, Page 39

(Phone: Yorktown 3-6655)
 Manager: John H. Quarty
 Convention Season: Nov. to Jan. 20, from Apr. 1 to May 19
 Largest Group Accommodated: 300 (155 rooms and 15 suites available)
 Convention Rates: Single: 20.00 to 22.00; Double: 38.00; Suites: 12.00 extra, American
 No. Mtg. Rms. & Capacity of Largest: 4 (400)
 No. Banquet Rms. & Capacity of Largest: 4 (550)
 Rates for Meals: Breakfast: 2.00; Lunch: 3.00; Dinner: from 4.00
 Liquor: Served in hotel
 Air Conditioning: Banquet and meeting rooms
 Charges for Banquet & Mtg. Rms.: None
 Net Exhibit Space: 6,000 sq. ft.
 Audio-Visual Aids: Projector for 16mm film and screen, PA system, stage, spotlights
 Sports Facilities: Golf, swimming, tennis, shuffleboard riding
 Hotel Representatives: Robert F. Warner, Inc., Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

GRAND CANYON

Railroads: A.T. & S.F.
 Airlines: BAL (seasonal), FAL to Flagstaff

El Tovar and Bright Angel Lodge

See Advertisement, Page 39

South Rim (Phone: Grand Canyon 40)
 Manager: Fred W. Witteborg
 Convention Season: October 1 to April 30 (except Easter week)



AND ITS FAMOUS



for a different meeting!

La Fonda

IN OLD SANTA FE, NEW MEXICO

The Alvarado

IN ALBUQUERQUE, NEW MEXICO

Grand Canyon HOTELS

EL TOVAR, BRIGHT ANGEL LODGE AND YAVAPAI LODGE, ARIZONA

Death Valley HOTELS

FURNACE CREEK INN AND FURNACE CREEK RANCH, CALIFORNIA

Write to Manager or: Monte S. Gordon, Fred Harvey, 530 West 6th Street, Los Angeles 14, California. MADison 7-8048

Arizona's
 Country Club Resort
 for

GROUPS

Accommodations for 185 guests in a secluded club-like atmosphere only 15 miles to Phoenix. An oasis in the Valley of the Sun. Magnificent 18 hole golf course and other sports. 3740' Paved Airstrip. Superb food and well-trained service. Variety of meeting and conference rooms.

Season:

November 1 to May 15

THE WIGWAM

INN, COUNTRY CLUB, BUNGALOWS
 LITCHFIELD PARK — ARIZONA
 Reade Whitwell, Mgr.

Telephone Westport 5-3811

NATIONAL REPRESENTATIVES:

GLEN W. FAWCETT, Inc.

Los Angeles MADison 6-7581
 San Francisco YUkon 2-6905
 (Toll free from East Bay ENTERprise 1-0450)
 Seattle MUtual 2-1961
 Dallas RIverside 1-6814

ROBERT F. WARNER, Inc.

New York MUrray Hill 2-4300
 Chicago RAndolph 6-0625
 Washington REpublic 7-2640
 Boston LAfayette 3-4497
 Toronto EMpire 3-2693

THE San Marcos HOTEL, BUNGALOWS & COUNTRY CLUB

LET'S TAKE A LOOK AT THIS UNUSUAL ARIZONA PICTURE

(in the Greater Phoenix Area)

- One of the most effective meeting sites in the resort field.
- Finger-tip control in timing your meetings—social events—off-hours recreation.
- Our own private 6800-yard 18-hole golf course. The only all-green course in Arizona.
- Our turquoise-blue heated swimming pool, with its coral-pink patio for dining al fresco.
- New air-conditioned conference rooms.
- All new stables and corral on 1400 acres of desert, with excellent horses for trail riding, cook-outs, Western entertainment.
- Exceptionally attractive programs for the ladies, including health and beauty salon—fashion shows—Suite 21.
- A skillfully trained, convention-minded staff assures a most successful meeting to groups up to 300.

Season November to May

John H. Quarty, President, Co-owner



PARADISE INN

Phoenix, Arizona

IDEAL FOR SALES MEETINGS & CONVENTIONS

Nestled at the foot of picturesque Camelback Mountain, just nine miles from Phoenix, Paradise Inn is the outstanding inn in the Valley of the Sun.

NEW BEAUTIFUL EIGHTEEN HOLE all grass

GOLF COURSE — watered fairways — walk out from your cottage on to the golf course.

Nine holes designed for the "Coronary golfers". The other nine sportier, even to sinking a putt and driving off the side of Camelback Mountain.

SUPERB FOOD — Breakfast trips and moonlight steak fries on the desert over an open fire.

ALL SPORTS AVAILABLE — putting greens — tennis, riding, heated swimming pool, square dancing, sightseeing trips.

The nearest inn to Scottsdale—the "WEST'S MOST WESTERN TOWN", with the most interesting shops and stores for every occasion.

PARADISE INN offers warm hospitality and every facility for a successful and memorable convention.

MEETING ROOMS to accommodate various size groups up to 500.

An Oasis of Luxury in the Sun Filled Desert

OCTOBER 15 to MAY 1

Write Pat Ryan — 808 N. Michigan, Chicago

Superior 7-3933

ARIZONA

Grand Canyon continued

Largest Group Accommodated: 300 (149 rooms available)
 Convention Rates: Single: 5.00 to 7.50; Double: 7.00 to 14.00; Suites: to 25.00; Deluxe Cabins: 10.00 to 12.00
 No. Mtg. Rms. & Capacity of Largest: 3 (200)
 No. Banquet Rms. & Capacity of Largest: 1 (400)
 Rates for Meals: Breakfast: 1.50; Lunch: 1.50 to 2.00; Dinner: 2.00 to 3.50
 Liquor: Served in hotel. Portable bar for cocktail parties
 Charges for Banquet & Mtg. Rms.: None
 Net Exhibit Space: 7,962 sq. ft., 2,729 sq. ft. on one floor
 Audio-Visual Aids: Admatic slide viewer, 35mm motion picture projector, PA system, stage
 Sports Facilities: Fishing, hiking, mule trips into the Canyon

LITCHFIELD PARK

Railroads: So. Pac.
 Airlines: Served through Phoenix

The Wigwam (HSMA))

See Advertisement, Page 39

(Phone: Westport 5-3811)
 Manager: Reade Whitwell
 Convention Season: October to May 15, except February & March
 Largest Group Accommodated: 185 (55 rooms, 25 suites available)
 Air Conditioning: Banquet and meeting rooms
 Convention Rates: Single: 20.00-24.00; Double: 34.00-36.00; Suites: 8.00 additional, American
 No. Mtg. Rms. & Capacity of Largest: 10 (250)
 No. Banquet Rms. & Capacity of Largest: 3 (275)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Audio-Visual Aids: PA system, spotlights, 16mm sound, slide, easels
 Stage: Yes (10 by 30 ft.)
 Sports Facilities: Golf, riding, pool, tennis, putting greens, shuffleboard, croquet

PHOENIX

Railroads: So. Pac.; R.I.; A.T. & S.F.
 Airlines: AAL, BAL, FAL, TWA, WAL

CONVENTION BUREAU

Convention Bureau
 Chamber of Commerce
 Elmer Ferrall, Manager

Arizona Biltmore

(Phone: AM 5-4771)
 Manager: George Lindholm
 Convention Season: Nov. 1 to Jan. 15, Apr.
 Largest Group Accommodated: 400 (200 rooms and 25 suites available)
 Convention Rates: Single: 35.00; Double: 48.00; Suites: 70.00-83.00, American
 No. Mtg. Rms. & Capacity of Largest: 6 (350)
 No. Banquet Rms. & Capacity of Largest: 1 (500)
 Liquor: Served in hotel
 Audio-Visual Aids: Spotlights, stage, screen
 Sports Facilities: Swimming pool, tennis, 18-hole golf course, horseback riding

Arizona Manor

2390 E. Camelback Road (Phone: AM-62431, Tele: FAX)

Directing Manager: Jack Kogen
 Manager: Norman Kogen
 Convention Season: All year
 Largest Group Accommodated: 125 (80 rooms and 20 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: \$16.00 per person; Suites, \$20.00 American
 No. Mtg. Rms. & Capacity of Largest: 2 (200)
 No. Banquet Rms. & Capacity of Largest: 2 (220)
 Group Meal Rates: Breakfast: .75-1.75; Lunch: 1.00-2.50; Dinner: 2.50-4.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Net Exhibit Space: 4,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 8 & 16mm projector
 Stage: Available
 Sports Facilities: Golf, swimming, racing, riding

TWA puts wings on convention planning

SOUTHWEST



PHOENIX • LAS VEGAS • TUCSON

The Southwest is perfect for these business or holiday get-togethers. And TWA offers the ideal way to fly there. With superb Jets and Skyliners, TWA serves 70 U. S. cities.

Highly trained TWA Convention Bureau specialists are at your disposal. Ready to help you choose facilities best suited to make your

meeting an outstanding success . . . ideal locations . . . accommodations for large or small groups . . . suggestions for fun and recreation.

For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office now. Or write: Herb Lynn, Convention Sales Manager, TWA, 380 Madison Avenue, New York 17, New York.

FLY THE FINEST... FLY **TWA** USA • EUROPE • AFRICA • ASIA

ARIZONA Phoenix continued

Camelback Inn

See Advertisement, Page 42

Lincoln Drive (Phone: Whitney 5-8441)
Manager: Jack Stewart
Convention Season: Oct.-Jan.-early May
Largest Group Accommodated: 250 (130 rooms,
10 suites available)
Air Conditioning: Banquet and meeting rooms
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00;
Dinner: 4.50

Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, 16mm
slide projector
Stage: 6 ft. x 24 ft.
Sports Facilities: Golf, tennis, swimming, riding
Hotel Representative: Leonard Hicks, Jr. and
Associates, Inc., John A. Tetley Co., Inc. (see
pg. 29)

Jokake Inn

4006 E. Camelback Road (Phone: WHitney 5-6301)
Manager: E. D. Bailey
Convention Season: Nov. 1 to May 1
Largest Group Accommodated: 212 (100 rooms
& 6 suites available)
Convention Rates: Nov.-Jan.: Single: \$20, Double:
\$32, Suites: \$20, Jan.-May: Single: \$28, Double:
\$40, Suites: \$25, American
No. Mtg. Rms. & Capacity of Largest: 3 (475)
No. Banquet Rms. & Capacity of Largest: 4 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: Rm. for 5 or 6, 8' x 10' spaces,
on one floor

The Southwest's most popular Meeting Place

Your visit to Phoenix, for pleasure
or for business, will be more enjoy-
able with the Westward Ho as your
headquarters.

Entire hotel air conditioned by
refrigeration.
500 delightful rooms and patio suites.
Dining room, coffee shop, cocktail
lounge.
Palm-shaded patio and pool.
Meeting rooms for groups of 5 to 1500
persons.
Complete convention service
department.
Central location — ample parking.
Open the year around.



HOTEL WESTWARD HO
Phoenix, Arizona

The Westward Ho's new
Thunderbird Room seats
1500, dines 1200. The-
atre stage. Street level
doors for display de-
liveries.

Audio-Visual Aids: PA system, spotlights, 16mm
film projector
Stage: Available
Sports Facilities: Pool, tennis, golf putting, horse-
back riding in desert, 18-hole golf course where
play can be started on the inn premises
Hotel Representative: Leonard Hicks, Jr. and
Associates, Inc. (see pg. 29)

Paradise Inn

See Advertisement, Page 40

4150 E. Camelback Rd. (Phone Whitney 5-8491)
Manager: Don Davis
Convention Season: Oct. 15-Jan. 20, April
Largest Group Accommodated: 500 (80 rooms at
Paradise Inn with living quarters available at
adjoining Jokake Inn)
Air Conditioning: Banquet rooms
Convention Rates: Single: 20.00; Double: 36.00.
American.
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,334 sq. ft.
Audio-Visual Aids: 16mm projectors, PA system,
spotlights
Stage: Yes
Sports Facilities: Tennis, shuffleboard, putting,
croquet, 18-hole golf course, riding
Hotel Representative: Leonard Hicks, Jr. and
Associates, Inc., Oliver-Kermil Hotel Associates,
Inc. (see pg. 29)

Hotel Westward Ho (HSMA)

See Advertisement, Page 42

618 N. Central (Phone Alpine 3-2181; Telegraph:
PX-287)
Manager: Fred C. Lessing
Sales Manager: John C. Stough
Convention Season: All year except February &
March
Largest Group Accommodated: 750 (250 rooms,
15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-13.00; Double:
12.00-17.00; Suites: 25.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 13 (1500)
No. Banquet Rms. & Capacity of Largest: 13 (1500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00;
Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00 per booth or
total room rental
Net Exhibit Space: 12,381 sq. ft. all on one floor,
separate area
Audio-Visual Aids: PA system, spotlights, motion
picture screens
Stage: Available
Sports Facilities: Swimming, pool, golf nearby,
dog racing & horse racing in season (Fall &
Winter months)

SCOTTSDALE

Railroads: So. Pac., Santa Fe (to Phoenix)
Airlines: AAL, BAl, FAl, TWA, WAl (to
Phoenix)

Casa Blanca Inn (HSMA)

P.O. Box 188 (Phone: WHitney 5-6391)
Manager: Royal W. Treadway
Sales Manager: Royal W. Treadway
Convention Season: Nov., Dec., Jan., Apr., and
May

Largest Group Accommodated: 80 (42 rooms,
3 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 28.00; Double: 40.00;
Suites: 46.00, American
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm
projectors
Stage: Available
Sports Facilities: All sports
Hotel Representative: Robert F. Warner Inc. (see
pg. 29)

TUCSON

Railroads: So. Pac.
Airlines: AAL, FAl, TWA

CONVENTION BUREAU

Convention Bureau
420 W. Congress St.
Mrs. Elsie A. Keefe, Secretary

El Conquistador

East Broadway (Phone: EA 5-2611)
Manager: Dick Schofield
Sales Manager: Sadie L. Lark
Convention Season: April through December
Largest Group Accommodated: 130 (70 rooms, 5
suites available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 8.00-14.00; Double:
12.00-20.00; Suites: 18.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms.: 3
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00 to 100.00
Charges for Exhibit Areas: 25.00 to 100.00
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16 mm.
projector, screen
Stage: Yes (12 by 15 ft.)
Sports Facilities: Heated pool, golf, horse-
back riding nearby

Pioneer Hotel

90 N. Stone Ave. (Phone: 2-6441)
Manager: J. M. Procter
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms
and 6 suites available)
Convention Rates: Single: 8.00; Double: 10.00;
Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: from .75; Lunch: from
1.10; Dinner: from 2.10
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms,
bedrooms
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, stage
Sports Facilities: Golf privileges at clubs

Santa Rita Hotel

Scott at Broadway (Phone: MAin 3-0551)

In all the world there is only one

Camelback Inn

for Sales Meetings and Conventions

PHOENIX, ARIZONA

Golf at adjoining Paradise Valley Country Club



Chicago
Detroit
New York

Mohawk 4-5100
Woodward 2-2700
Circle 7-6940

Washington
Los Angeles
San Francisco

Executive 3-6481
Dunkirk 8-1151
EXbrook 7-2717

Beautiful Modern Meeting rooms
accommodating groups up to 250



Hotel Sales Management Association

AN INTERNATIONAL ORGANIZATION DEVOTED WHOLLY TO BUSINESS PROMOTION

1325 Boardwalk, Atlantic City, N. J.

To Sales Executives and Association Officials

who plan meetings wisely--toward an objective. . .

whose judgment in choosing meeting sites is important
to fellow officials and to all delegates. . .

Here's a helpful suggestion:

Look for hotels that are members of the Hotel Sales Management Association.

The membership of HSMA is made up of the alert, progressive, sales-minded hotel executives whose hotels are especially geared to the needs of meeting planners. These hotels know how to handle your convention best; they can share with you their many years of successful convention experience.

The HSMA Directory describes the facilities of these hotels. You should have a copy. . . Would you like to receive the 1960 edition--without charge? Write to me.

Cordially,

Adrian Phillips

Adrian Phillips
Executive Vice President

P.S. In the listings in Sales Meetings, member hotels of HSMA are distinguished by the initials "HSMA" following the name.

ARIZONA

Tucson continued

Sales Manager: Babs Moxley
Convention Season: May 1st to January 1st
Largest Group Accommodated: 250 (120 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00; Double: 8.00; Suites: 12.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Charges for Exhibit Areas: 10.00
Net Exhibit Space: Space for 20 booths
Audio-Visual Aids: PA system, spotlights, 16mm projector & screen
Stage: Available
Sports Facilities: Golf, racing, polo, swimming

WICKENBURG

Railroads: Santa Fe
Airlines: AAL, BAL, FAL, TWA, WAL to Phoenix. Ranch cars will meet trains
Rancho de Los Caballeros
(Phone: Mutual 4-5484)
Manager: Dallas Gant
Convention Season: Oct. to May except Feb. & Mar.
Largest Group Accommodated: 100 (50 rooms)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 20.00; Double: 34.00, American
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (110)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50

Little Rock!

IDEAL

Convention CITY

LOOK AT YOUR DEALERS OR MEMBERSHIP AND COMPARE LITTLE ROCK'S LOCATION . . .

✓ CHECK THESE ADVANTAGES, TOO!

- ✓ 4 modern hotels
- ✓ Ample air conditioned rooms
- ✓ Air conditioned banquet rooms
- ✓ Air conditioned municipal auditorium
- ✓ Historical sights
- ✓ Central location—good transportation
- ✓ Excellent eating facilities
- ✓ Reasonable prices
- ✓ Numerous golf courses
- ✓ City of hospitality

FOR INFORMATION, WRITE OR PHONE

H. J. BURFORD, General Manager

SOUTHWEST HOTELS, Inc.

P. O. BOX 389

LITTLE ROCK, ARKANSAS

Liquor: Bar-locker system. Guests furnish own liquor
Charges for Mtg. Rms.: None
Audio-Visual Aids: 16mm & 30mm slide projector
Stage: Available
Sports Facilities: Golf, horseback riding, swimming, putting green, skeet field, pistol range, tennis, horseshoes, ping pong, pool table, shuffleboard
Hotel Representative: Robert F. Warner Inc. (see pg. 29)

ARKANSAS

FORT SMITH

Railroads: Frisco; K.C. So.; Mid. Val.; M.P.
Airlines: BNF; CEN

Goldman Hotel

1215 Garrison Ave. (Phone: Sunset 2-2061)
Gen. Manager: John R. England
Res. Manager: Wm. P. England
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 10 suites available)
Air Conditioning: 2 banquet & 3 meeting rooms, 125 bedrooms
Convention Rates: Single: 4.00-12.50; Double: 6.00-12.50; Suites: to 12.50, American
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: .80; Lunch: 1.00; Dinner: 2.00
Liquor: Package stores only
Charges for Mtg. Rms.: 25.00 to 50.00
Net Exhibit Space: Room for 12 8' x 10' booths on lobby floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Bowling

Ward Hotel (HSMA)

523 Garrison (Phone: 220311)
Manager: Frank Volker
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.00-8.00; Double: 6.00-12.00; Suites: 20.00
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Group Meal Rates: Breakfast: .90; Lunch: from .90; Dinner: from 1.25
Liquor: Package only
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, tennis, fishing, swimming

HOT SPRINGS

Railroads: C.R.I. & P.; M.P.
Airlines: CEN, DAL, TTA

Arlington Hotel (HSMA)

Central Ave. at Fountain (Phone: National 3-7771)
Gen. Manager: R. E. McEachin
Res. Manager: Edgar A. May
Convention Season: May through September
Largest Group Accommodated: 650 (300 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00; Double: 12.00; Suites: 25.00-30.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 1,500 sq. ft. on 2 floors, separate area
Audio-Visual Aids: PA system, spotlights, 16mm projector (rental agency)
Stage: Available
Sports Facilities: Golf, fishing, boating, swimming
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Majestic Hotel

281 Park Avenue (Phone: National 3-5511)
Manager: W. L. Wolfe
Sales Manager: J. E. Lewis

Convention Season: April 16 to January 14
Largest Group Accommodated: 100 (50 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-10.00; Double: 10.00-12.50; Suites: 15.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (90)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Group Meal Rates: Breakfast: .75-1.50; Lunch: 1.00-2.50; Dinner: 2.00-6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 600 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm projector, blackboard
Stage: Yes (8 by 12 ft.)
Sports Facilities: Fishing, golf, swimming and shuffleboard

LITTLE ROCK

Railroads: M.P.; C.R.I. & P.
Airlines: AAL, BNF, CEN, DAL, TTA

AUDITORIUM

Robinson Memorial Auditorium

Markham & Broadway (Franklin 2-4154)
Manager: A. W. Harville
Exhibit Areas: Exhibition Hall, 12,000 sq. ft., Lecture Hall, 3,000 sq. ft.
Rental Fees and Services: Exhibition Hall, \$250 per day; Lecture Hall, \$75 per day; light, heat, janitor service included
Floor Load: Unlimited ground floor
Ventilation: Air conditioned
Ceiling Height: 9 ft. at lowest point
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Freight door, 10 ft. 11 in. by 8 ft. 7 in.
Columns: 12 in Exhibition Hall
Utilities: 110-220 current
Loading Facilities: Freight doors
Storage Areas: Limited
Meeting Rooms and Capacities: Music hall, 3,000; Lecture Hall, 400
Facilities for Food Functions and Banquet
Capacity: Banquet for 1,000 can be catered by outside organization
Parking Facilities: Limited
Distance from Business District: Three blocks

Albert Pike Hotel

See Advertisement, Page 44

7th & Scott Sts. (Phone: FR 2-5211)
Manager: Walter E. Davis
Convention Season: All year
Largest Group Accommodated: 140 (70 rooms)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-13.91; Double: 7.00-17.00; Suites: 22.15-32.45, European
No. Mtg. Rms. & Capacity of Largest: 7 (140)
No. Banquet Rms. & Capacity of Largest: 7 (140)
Group Meal Rates: Breakfast: .65; Lunch: 1.00; Dinner: 1.75
Liquor: Package only
Charges for Mtg. Rms.: 3.00 up
Charges for Exhibit Areas: 10.30 up
Net Exhibit Space: 2,500 sq. ft. all on one floor
Audio-Visual Aids: Spotlights
Stage: Available
Sports Facilities: Golf, fishing, swimming, horseback riding

Hotel Grady Manning

See Advertisement, Page 44

Markham & Main Sts. (Phone: FR 2-5141)
Manager: R. M. Eubanks, Jr.
Sales Manager: P. F. Minnihan
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50-6.50; Double: 6.50-9.00; Suites: 12.00-13.00
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Package store—private bars
Charges for Mtg. Rms.: None with meals
Net Exhibit Space: 1,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Golf, swimming, tennis, horseback riding can be arranged

Hotel Lafayette

See Advertisement, Page 44

4th & Louisiana (Phone: Franklin 2-6202)
Manager: Joe Matthew

Sales Manager: Al Barnes
 Convention Season: All year
 Largest Group Accommodated: 500 (200 rooms, 24 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 4.50-10.00; Double: 7.00-13.00; Suites: 15.00-35.00, European
 No. Mtg. Rms. & Capacity of Largest: 7 (700)
 No. Banquet Rms. & Capacity of Largest: 7 (500)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.30; Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None with meals
 Net Exhibit Space: 5,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, movie, closed-circuit TV
 Stage: Yes
 Sports Facilities: Golf, fishing, swimming, horseback riding

Hotel Marion

See Advertisement, Page 44

200 West Markham (Phone: FR 5-8241)
 Manager: Ben R. Shelley
 Sales Manager: Al Barnes
 Convention Season: All year
 Largest Group Accommodated: 750 (500 rooms, 17 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 4.00-12.00; Double: 8.00-15.00; Suites: 17.50-50.00, European
 No. Mtg. Rms. & Capacity of Largest: 25 (800)
 No. Banquet Rms. & Capacity of Largest: 15 (600)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
 Liquor: Package only
 Charges for Mtg. Rms.: Varies with number of meals
 Net Exhibit Space: 20,000 sq. ft. on two floors separate area
 Audio-Visual Aids: PA system, spotlights, 16mm projector, tape recorder
 Stage: Available
 Sports Facilities: Swimming, horseback, baseball, football, fishing, duck & upland hunting

CALIFORNIA

ANAHEIM

Airlines: Helicopter from Los Angeles
 Buses: Metropolitan Coach, Greyhound

Disneyland Hotel

1441 South West St. (Phone: Keystone 5-8171)
 Manager: Don J. Daley
 Conv. Manager: Martha Henderson
 Convention Season: Sept. 15 to May 30
 Largest Group Accommodated: 600 (150 rooms and 8 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: 12.00 per room, European
 No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
 No. Banquet Rms. & Capacity of Largest: 7 (1,000)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None if meals are served
 Audio-Visual Aids: PA system, spotlights, 16mm sound projector
 Stage: Available
 Sports Facilities: Golf, horseback riding, fishing, tennis, water sports
 Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

APPLE VALLEY

Railroads: So. Pac.
 Airlines: BAL

Apple Valley Inn (HSMA)

See Advertisement, Page 46

(Phone: Victorville 77-271)
 Manager: George L. Stillings
 Convention Season: All year
 Largest Group Accommodated: 200 (90 rooms and 5 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 10.00-15.00; Double: 12.00-19.00; Suites: 18.00-35.00, European but will arrange American on request
 No. Mtg. Rms. & Capacity of Largest: 4 (180)
 No. Banquet Rms. & Capacity of Largest: 2 (200)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.20
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Net Exhibit Space: 1,000 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights, projector & screen
 Stage: Available
 Sports Facilities: Golf, horseback riding, swimming, tennis, badminton, shuffleboard, putting green
 Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

BAKERSFIELD

Railroads: So. Pac.; S. Fe; Sunset Ry
 Airlines: Pacific, UAL

Hotel El Tejon

17th & K Streets (Phone: EAirview 4-6441)

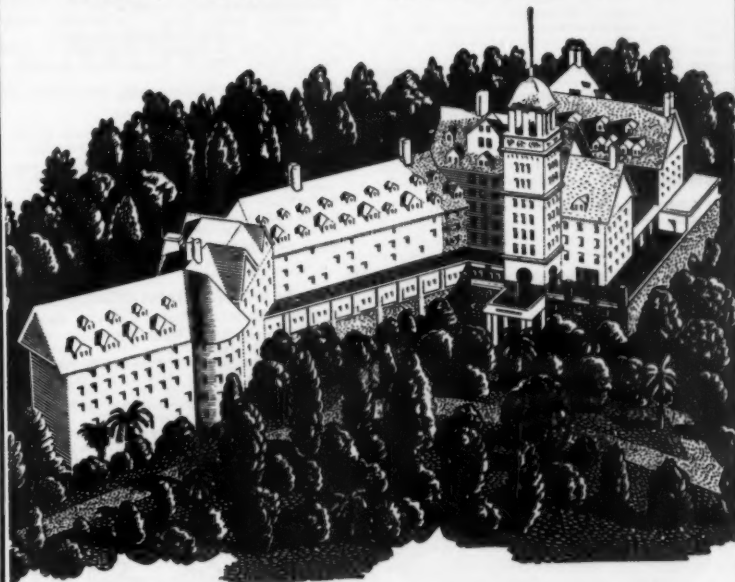
Manager: James T. Cassell
 Convention Season: All year
 Largest Group Accommodated: 250 (110 rooms, 5 suites available)

Air Conditioning: Yes
 Convention Rates: Single: 4.50 to 7.50; Double: 7.00 to 10.00; Suites: 14.00 to 18.00
 No. Mtg. Rms. & Capacity of Largest: 9 (450)
 No. Banquet Rms. & Capacity of Largest: 9 (300)
 Group Meal Rates: Breakfast: 1.50-2.50; Lunch: 1.75-3.50; Dinner: 2.50-4.00
 Liquor: Yes
 Charges for Mtg. Rms.: No Charge for convention
 Net Exhibit Space: 2,000 sq. ft.
 Audio-Visual Aids: Screen, blackboards, PA system, spotlights
 Stage: Yes
 Sports Facilities: Riding, golf, swimming, horseback riding

BERKELEY

Railroads: So. Pac.; Santa Fe
 Airlines: Served through Oakland

LARGEST CONVENTION-EXHIBIT-BANQUET SPACE WEST OF THE MISSISSIPPI!



MORE PUBLIC SPACE THAN ANY OTHER HOTEL IN THE WEST...

MORE FREE PARKING—1200 CARS...

BANQUET SERVICE FOR MORE THAN 3,000...

RAPID PROGRESS ON EXPANSION PROGRAM... Grecian, Berkeley, Oakland, Alameda, Hayward, Empire and Straw Monkey rooms completed... now more than 30 meeting and conference rooms available!

THE FINEST FACILITIES IN THE WEST FOR CONVENTIONS — SALES MEETINGS — CONFERENCES!

LET US HELP PLAN YOUR MEETING NOW... CALL OR WRITE:

HOTEL Claremont

Oakland-Berkeley, California Murray Lehr, Managing Director

Willard M. Rutzen, General Manager

Rates on request THornwall 3-3720 Teletype OA 520

CALIFORNIA

Berkeley continued

CONVENTION BUREAU

Convention & Tourist Bureau
2168 Shattuck Ave., (4)
Weldon E. Vance, General Manager

Hotel Claremont (HSMA)

See Advertisement, Page 45

Ashby & Domingo Ave. (Phone: THornwall 3-3720)

Manager: Murray Lehr
Sales Manager: Jim Erhart
Convention Season: All year
Largest Group Accommodated: 575 (200 rooms, 30 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 8.00-18.00; Double: 9.00-20.00; Suites: 20.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 35 (1,500)
No. Banquet Rms.: 35
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Yes
Charges for Mtg. Rms.: None when hotel is headquarters
Net Exhibit Space: 20,000 sq. ft.
Audio-Visual Aids: Screens, blackboards, PA system, spotlights
Stage: Yes
Sports Facilities: Tennis, riding, golf, swimming, ice skating
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc., John A. Tetley Co., Inc. (see pg. 29)

Shattuck Hotel

2086 Alston Way (Phone: THornwall 5-7300)
Manager: Jack Camp



You'll Enjoy the
THIRD MOST POPULAR SPORT
MORE at the
APPLE VALLEY INN

Beautiful scenery—the world's best food—luxurious accommodations—private conference rooms—every modern convenience—you'll enjoy them all at the world famous
APPLE VALLEY INN
in the Golden Land of
APPLE VALLEY, CALIFORNIA

Phone: Apple Valley 7-7371
Teletype: Victorville Cal 8788



Convention Season: all year
Largest Group Accommodated: 250 (80 rooms and 10 suites available)
Convention Rates: Single: 6.00-8.00; Double: 8.00-12.00; Suites: 14.00-25.00
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (450)
Group Meal Rates: Breakfast: .75; Lunch: 1.20; Dinner: 2.20
Liquor: Set ups available
Air Conditioning: Banquet and meeting rooms
Charges for Mtg. and Banquet Rms.: None
Net Exhibit Space: 3552 sq. ft. on one floor
Visual Aids Available: screen, blackboards, easel
Other Equipment Available: PA system, spotlights, stage

BEVERLY HILLS

Railroads: Pac. Elec.; S.P.
Airlines: Served through Los Angeles

The Beverly Hilton Hotel (HSMA)

See Advertisement, Page 33

9876 Wilshire Blvd. (Phone: Crestview 4-777)
Manager: Robert A. Groves
Director of Sales: Lloyd Sando
Convention Season: All year
Largest Group Accommodated: 525 (225 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 13.00-23.00; Double: 18.00-28.00; Suites: 38.00-58.00, European
No. Mtg. Rms. & Capacity of Largest: 11 (1,800)
No. Banquet Rms. & Capacity of Largest: 11 (1,700)
Group Meal Rates: Breakfast: 3.50; Lunch: 4.00; Dinner: 7.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served
Charges for Exhibit Areas: Contingent upon supporting revenue
Net Exhibit Space: 30,400 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Swimming, shuffleboard, pool, golf courses nearby

Beverly Wilshire Hotel (HSMA)

9514 Wilshire Blvd. (Phone: Crestview 54282)
Sales Manager: Sig S. Front, Jr.
Convention Season: All year
Largest Group Accommodated: (200 rooms available during Apr. 15 to June 15, Oct. 15 to Dec. 15)
Convention Rates: Single: from 14.00; Double: from 16.00; Suites: 30.00 to 32.00
No. Mtg. Rms. & Capacity of Largest: 2 (550)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: 2.50; Lunch: 3.00; Dinner: from 4.50

Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Depending on type of function
Audio-Visual Aids: Screen, PA system, spotlights
Stage: 54' x 20'
Sports Facilities: Tennis, swimming
Hotel Representative: Uffal International (see pg. 29)

BLAIRSDEN

Railroads: W.P.

Feather River Inn

(Phone: VErnon 6-2501)

Manager: Albert Fauetto
Convention Season: Second half of June, first part July, end of Aug. first half Sept.
Largest Group Accommodated: 250 (125 rooms and 4 suites available)
Convention Rates: Single: 22.00-24.00; Double: 16.00-18.00; Parlor: 15.00-20.00 extra, American
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 1 (225)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: 16mm silent projector, PA system, spotlights
Stage: Yes (20 ft. x 20 ft.)
Sports Facilities: Golf, horseback riding, swimming, fishing, tennis, badminton
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

CARMEL

Airlines: PAL, UAL

Carmel Valley Inn

Carmel Valley Highway (Phone: OLive 9-2261)
Manager: Craig P. Smith
Convention Season: Year round
Largest Group Accommodated: 125 (55 rooms, 1 suite available)
Convention Rates: Single: 19.00; Double: 16.00
No. Mtg. Rms. & Capacity of Largest: 2 (125)
No. Banquet Rms. & Capacity of Largest: 2 (125)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 700 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, tennis, heated swimming pool

COME TO AMERICA'S ONLY INTERNATIONAL PLAYGROUND!



FOR BEST-EVER Conventions

All convention activities under one roof • Groups to 800 • American Plan • Ample meeting rooms, at no charge • Fabulous Beach and Tennis Club • Swim in heated, outdoor pool or ocean • Deep sea fishing • Dancing • Championship Golf Course, so closeby! • Racing, Jai Alai, Bullfights in nearby Mexico • Everything!

FAMOUS ALL-YEAR RESORT
A FEW MINUTES ACROSS THE BAY
FROM SAN DIEGO



GENE MORGAN
CONVENTION MANAGER



Hotel Del CORONADO

H. B. KLINGENSMITH, MANAGING DIRECTOR

CORONADO, CALIFORNIA

Holman's Guest Ranch

Holman Road (OLive 9-2557)
Manager: Vivian O. Holman
Convention Season: All year
Largest Group Accommodated: 40 (17 rooms available)
Convention Rates: Single: 17.00; Double: 25.00 to 27.50, American
No. Mtg. Rms. & Capacity of Largest: 2 (50)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
No. Banquet Rms. & Capacity of Largest: 1 (50)
Liquor: Not served
Net Exhibit Space: 3,600 sq. ft. on one floor
Audio-Visual Aids: Screen, projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Ping pong, badminton, horse-shoes, volley ball, baseball, swimming, fishing, riding

La Playa Hotel

P.O. Box 980 (Phone: Mayfair: 4-6476)
Manager: Max A. Gloor
Convention Season: All year except July and August
Largest Group Accommodated: 140 (45 rooms, 3 suites available)
Convention Rates: Single: 12.00-14.00; Double: 12.00-14.00; Suites: to 24.00, European, Add 6.00 per person for Modified American
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms. & Capacity of Largest: 3 (175)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 1,550 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, slide and 16mm film projector
Stage: 12' x 8'
Sports Facilities: Swimming, tennis, golf
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

CATALINA ISLAND

Steamer: from Wilmington
Airlines: Catalina, Air Taxi

Toyon Boat Club

(Phone: Avalon 10F3, Bradshaw 2-2416)
Manager: Robert C. Reab
Convention Season: All year
Largest Group Accommodated: 110 (72 rooms available)
Convention Rates: Single: 7.00-14.00; Double: 25.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (110)
No. Banquet Rooms: 3
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 4.75
Liquor: Served in hotel
Net Exhibit Space: 3,000 sq. ft. all on one floor
Charges for Mtg. Rms.: None
Sports Facilities: Swimming, riding, fishing, golf, water skiing, boating.

CORONADO

Railroads: S.D. & A.E.; Str. from S.F.
Airlines: Served through San Diego

Hotel Del Coronado (HSMA)

See Advertisement, Page 46

Ocean Front (Phone: HEMstead 5-3161)
Manager: H. B. Klingensmith
Sales Manager: Gene Morgan
Convention Season: All year, subject to confirmation
Largest Group Accommodated: 750 (350 rooms, 50 suites available)
Convention Rates: Single: 20.00-24.00; Double: 32.00-34.00; Suites: 40.00-44.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (1,200)
No. Banquet Rms. & Capacity of Largest: 6 (700)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None, but a service charge based on requirements
Net Exhibit Space: 7,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, film projectors rental basis
Stage: Available
Sports Facilities: Pool, tennis, golf, private beach
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc., John A. Tetley Co., Inc. (see pg. 29)

DEATH VALLEY JUNCTION

Furnace Creek Inn

See Advertisement, Page 47

General Manager: F. W. Witteborg
Convention Season: Large groups: Nov., Dec., and Jan.; Small groups: Nov. 1 to May 1
Largest Group Accommodated: 100 (50 rooms, 3 suites available) 50 rooms available at motel.
Convention Rates: Single: 25.50-29.00; Double: 32.00-48.00; Suites: 65.00-85.00
No. Mtg. Rms. & Capacity of Largest: 2 (175)
No. Banquet Rms. & Capacity of Largest: 2 (175)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 5.00
Liquor: Served at hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Swimming, tennis, golf, horse-back riding, badminton, shuffleboard, horse-shoes
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

FRESNO

Railroads: S.P.; A.T. & S. Fe
Airlines: TWA, UAL

CONVENTION BUREAU

Fresno Convention Bureau
1230 M St. (1)
Gordon Hewson, General Manager

AUDITORIUM

Fresno Memorial Auditorium

1230 N. St. (Phone: AM 6-8031, AM 8-3049)
Manager: Gordon Hewson
Exhibit Areas: Main floor, 14,000 sq. ft.; lobby and stage, 3,000 sq. ft.
Rental Fees and Services: \$150 plus 10% of gross over \$2,000
Floor Load: 2,000 lbs.
Ventilation: Air-cooled
Ceiling Height: 72 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 11 doors, largest 16 ft. wide
No. of Elevators and Capacities: One 12 ft. by 12 ft. elevator, capacity 2,000 lbs.
Columns, Locations and Dimensions: None
Current and Utilities Available: AC and DC, 220 and 110
Loading Facilities: Three locations, stage level, floor level and basement
Size of Storage Areas: 2,500 sq. ft.
Number of Meeting Rooms and Capacities: 10 (25 to 150)
Facilities to Handle Food Functions: Can handle banquet for 1,200
Parking Facilities: 500 cars adjacent to auditorium
Distance from Business District: 3 blocks

Hotel Californian

Kern & Van Ness (Phone: Amherst 4-9611)
Manager: John M. Lloyd
Convention Season: All year
Largest Group Accommodated: 380 (175 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-8.00; Double: 8.00-12.00; Suite: 16.00-40.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if hotel headquarters
Charges for Exhibit Areas: Varies
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, black-boards
Stage: Available (portable)
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Fresno Hacienda

Highway 99 at Clinton (Phone: AM 8-4061)
Manager: Otto Powell
Sales Manager: Alice Rogers
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 13 suites)

Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-9.00; Double: 9.00-11.00; Suites: 19.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Net Exhibit Space: 11,000 sq. ft.; 6,300 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Yes (4'x8' sections)
Sports Facilities: Three swimming pools, bowling, golf

HOBERGS

Transportation supplied from San Francisco, Oakland, Sacramento
Buses: Greyhound daily from Oakland and San Francisco

Hoberg's Resort

(Phone: Hobergs 1)
Manager: George G. Hoberg
Sales Manager: Philip F. Ellis
Convention Season: March, April, May, June, July, Sept., Oct.
Largest Group Accommodated: 400 (200 rooms, 14 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 14.50-16.50; Double: 25.00-29.00; Suites: 16.50-26.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (1,200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, slide projectors, wide angle screen
Stage: Yes (16'x36')
Sports Facilities: Golf, riding, softball, tennis, badminton, shuffleboard, swimming



Fred Harvey HOTELS

for a different meeting!

La Fonda

IN OLD SANTA FE, NEW MEXICO

The Alvarado

IN ALBUQUERQUE, NEW MEXICO

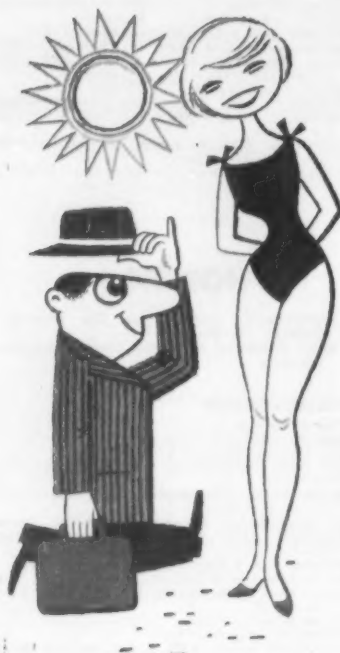
Grand Canyon HOTELS

EL TOVAR, BRIGHT ANGEL LODGE
AND YAVAPAI LODGE, ARIZONA

Death Valley HOTELS

FURNACE CREEK INN AND FURNACE CREEK RANCH, CALIFORNIA

Write to Manager or: Monte S. Gordon,
Fred Harvey, 530 West 6th Street, Los
Angeles 14, California. MADison 7-8048



Anytime is the
RIGHT TIME
to hold your meeting in
LONG BEACH
in the heart of
Southern California!

Modern conference rooms and convention halls to accommodate groups from 60 to 6000 conveniently. Two outstanding exhibit halls offering space for over 250 booths. Plenty of experienced personnel with the on-the-spot know-how to handle all details.

Fine hotel facilities adjacent to the Municipal Auditorium in downtown Long Beach.

...all this, PLUS—

After hours swimming, fishing, golfing—enjoy all of the “summer sports” the year ‘round. Visit nearby Hollywood, Marineland, world famous Disneyland, Santa Anita, Hollywood Park...even Old Mexico.

How ‘bout it...
LET’S MEET IN

LONG BEACH

For information, write:
Convention and Visitors Bureau
Municipal Auditorium, Long Beach, Calif.

CALIFORNIA

continued

HOLLYWOOD

Railroads: PAC, ELEC., S.P.
Airlines: Served through Los Angeles

Hollywood Knickerbocker Hotel (HSMA)

1714 N. Ivar St. (Phone: Hollywood 5-3171; Telegraph: VGP)
Gen. Manager: C. Ray Poitras
Sales Manager: Lila H. Brooks
Convention Season: All year
Largest Group Accommodated: 256 (75 rooms, 25 suites available)
Air Conditioning: 2 banquet rooms and 16% of bedrooms
Convention Rates: Single: 8.00-11.00; Double: 10.00-14.00; Suites: 16.00-45.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 125.00
Charges for Exhibit Areas: 15.00 to 125.00
Net Exhibit Space: 4,426 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, blackboards and screen
Stage: Available
Sports Facilities: Heated outdoor pool, golf, tennis, riding and ocean bathing nearby

Hollywood Plaza Hotel

1637 North Vine St. (Phone: HO 5-1131; TWX: 1840 L A)
Manager: Walter M. Schroeder
Convention Season: All year
Largest Group Accommodated: 175 (60 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-9.00; Double: 9.00-14.00; Twins: 9.00-12.50; Suites: 12.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 2 (140)
No. Banquet Rms. & Capacity of Largest: 2 (120)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 & 50.00
Net Exhibit Space: 1,500 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Pool, golf, tennis nearby

Hollywood Roosevelt Hotel (HSMA)

7000 Hollywood Blvd. (Phone: Hollywood 9-2442)
Manager: L. B. Nelson
Sales Manager: Robert M. Fannin
Convention Season: All year
Largest Group Accommodated: 100 (75 rooms, 10 suites available)
Air Conditioning: Public rooms
Convention Rates: Single: 8.00-17.00; Double: 10.00-17.00; Suites: 18.00-36.00
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 12.50 to 100.00
Net Exhibit Space: 8,900 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

LA QUINTA

LaQuinta Hotel

(Phone: Diamond 7-4111)
Manager: Warner E. Gilmore
Convention Season: Nov. 15 until Easter
Largest Group Accommodated: 110 (58 rooms including suites)
Air Conditioning: Dining room and cocktail lounge
Convention Rates: Single: 22.00-30.00; Double: 36.00-51.00 per person; suite: 55.00-85.00
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Yes

Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system
Stage: No
Sports Facilities: Tennis, riding, swimming, golf

LAKE TAHOE

Railroads: So. Pac.

Brockway Hot Springs

Brockway (Phone: Liberty 6-3353)
Manager: M. Bennett
Convention Season: June and September
Largest Group Accommodated: 250 (125 rooms, 10 suites available)
Convention Rates: Single: 20.00; Double: 30.00, American
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 1 (325)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, fishing, badminton, swimming, ping-pong

Tahoe Tavern

Tahoe City (Phone JUNiper 3-3771)
Manager: Fred Ichelson
Convention Season: Before July 1st and after August 20th
Largest Group Accommodated: 300 (92 rooms, 33 suites available)
Convention Rates: Single: 15.00; Double: 30.00; Suites: 50.00 to 52.00, American
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, 16mm projector, cinemascoper theater
Stage: Available
Sports Facilities: Tennis, golfing, fishing, boating, bowling, swimming pool, riding, water skiing, badminton

LONG BEACH

Railroads: A.T. & S.F.; Pac. Elec.; So. Pac.; U. Pac.
Airlines: UAL, WAL, LA Airways 'copter

CONVENTION BUREAU

Long Beach Convention & Visitors Bureau
Municipal Auditorium
Howard A. Jones, Manager

AUDITORIUM

Municipal Auditorium

See Advertisement, Page 48

270 E. Seaside Blvd (Phone: HE 7-2771)

Manager: Win F. Hansen
Exhibit Areas: Exhibit Hall, 17,500 sq. ft.; Convention Hall, 15,000 sq. ft.; Mezzanine, 2,000 sq. ft.
Rental Fees: On application
Ventilation: Air conditioned
Ceiling Height: Exhibit Hall, 16 ft.; Convention Hall, 55 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. wide 14 ft. high
Elevators and Capacities: Two, 90 persons each
Columns: 24 in. by 30 in., 20 ft. apart
Utilities: AC 110-220 current
Loading Facilities: Truck entrance with one-ton hoist
Storage Areas: 900 sq. ft.
Meeting Rooms and Capacities: Two, 180; two 50; two, 40; one, 25. Convention Hall 4,400; Concert Hall 1,371
Facilities for Food Functions and Banquet Capacity: Can handle banquet for 500 to 2,500
Parking Facilities: 1,000 cars
Distance from Business District: Two blocks

Lafayette Hotel (HSMA)

See Advertisement, Page 48

Broadway & Lladen (Phone: Hemlock 55481)
Manager: David Tallichet
Sales Manager: Richard Tully

Convention Season: All year
 Largest Group Accommodated: 500 (319 rooms, 40 suites available)
 Air Conditioning: Banquet and meeting rooms
 Convention Rates: Single: 7.00-10.00; Double: 10.00-14.00; Suites: 25.00-35.00, European
 No. Mtg. Rms. & Capacity of Largest: 15 (2,000)
 No. Banquet Rms. & Capacity of Largest: 15 (1,500)
 Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None if headquarters
 Charges for Exhibit Areas: Charge for booth space
 Net Exhibit Space: 35,000 sq. ft. (15,000 sq. ft. on one floor, separate area)
 Audio-Visual Aids: PA system, spotlights, screens, film projectors (rental agency)
 Stage: Available
 Sports Facilities: Golf, bowling, tennis, riding, fishing, swimming pool in hotel
 Hotel Representative: John A. Tetley Co., Inc. (see pg. 27)

Wilton Hotel

See Advertisement, Page 48

210 E. Ocean Blvd. (Phone: Hemlock 7-2201)
 Manager: A. C. Moeller
 Sales Manager: Ann M. Peterson
 Convention Season: All year
 Largest Group Accommodated: 600 (250 rooms and 15 suites available)
 Convention Rates: Single: 7.00; Double: 10.00; Twins: 11.00; Suites: 25.00
 No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
 No. Banquet Rms. & Capacity of Largest: 10 (800)
 Rates for Meals: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Banquet & Mtg. Rms.: None to conventions
 Net Exhibit Space: 12,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Swimming

LOS ANGELES

Railroads: So. Pac.; Santa Fe; U. Pac.; Pac. Elec.; Los. A. Jct.
 Airlines: AAL, BAL, CAL, PAL, PAA, TWA, WAL

CONVENTION BUREAU

Los Angeles Convention & Visitors Bureau
 404 S. Bixel St. (54)
 Allen K. Pollock, Manager

AUDITORIUMS

Pan Pacific Auditorium

7600 Beverly Blvd. (Webster 8-3456)
 Manager: C. E. Cord, President
 Exhibit Areas: 100,000 sq. ft.
 Rental Fees and Services: Rentals include overhead light, janitor service, maids, porters, ticket takers, night watchman, fireman and offices
 Floor Load: Unlimited
 Ceiling Height: 24 ft. PA system: Altec system
 Dimensions, Opening to Exhibit Hall: 17 ft. high, 60 ft. wide
 Columns: 20 feet apart
 Utilities: 110, 220, 440 AC current; gas, water
 Loading Facilities: level ground
 Facilities for Food Functions: None, three refreshment stands and cocktail lounge
 Parking Facilities: 32 acres
 Distance from Business District: Eight miles

Shrine Exposition Hall

700 West 32nd St. (Richmond 9-1091)
 Manager: Fred J. Tabery
 Exhibit Area: Lower level, ground floor and balcony, 96,000 sq. ft.
 Rental Fees and Services: Depends on duration and type of show
 Floor Load: Unlimited on lower level, other areas 200 lbs. Ventilation: Excellent
 Ceiling Height: 35 ft. P. A. System: Available
 Dimensions, Opening to Exhibit Hall: 14 ft. wide, 14 ft. high
 Elevators and Capacities: One freight elevator 2,000-lb. capacity
 Utilities: 110, 220, 440 AC, 60 cycles; gas, water, drain
 Loading Facilities: Ramp to balcony, truck doors to lower level and main floor
 Storage Areas: Adjacent to building
 Meeting Rooms and Capacities: Flexible as required
 Facilities for Food Functions: Can handle banquets from 1,500 to 4,500
 Parking Facilities: Adjacent lots
 Distance from Business District: Three miles, eight minutes by car

Alexandria Hotel (HSMA)

210 W. 5th St. (Phone: Madison 6-7484; Telegraph: LA881)
 Manager: George H. Karlin
 Sales Manager: Philip J. Karlin
 Convention Season: All year
 Largest Group Accommodated: 800 (500 rooms, 10 suites available)
 Air Conditioning: No

Convention Rates: Single: 5.00-8.00; Doubles: 6.50-10.50; Suites: 12.00-25.00
 No. Mtg. Rms. & Capacity of Largest: 10 (750)
 No. Banquet Rms. & Capacity of Largest: 10 (750)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 15.00 to 150.00
 Charges for Exhibit Areas: 15.00 to 150.00
 Net Exhibit Space: 11,000 sq. ft.
 Audio-Visual Aids: PA system, spotlights, 8mm, 16mm, 16mm sound projectors, screens, blackboard
 Stage: Available
 Sports Facilities: None

Ambassador Hotel (HSMA)

See Advertisement, Page 167

3400 Wilshire Blvd. (Phone: DUnkirk 7-7011)
 Manager: Elliott Mizelle
 Sales Manager: J. Edward King
 Convention Season: All year
 Largest Group Accommodated: 1,000 (450 rooms, 32 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 9.00-22.00; Double: 12.00-26.00; Suites: 28.00-44.00, European
 No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
 No. Banquet Rms.: 10
 Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 5.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: 400.00 to 1,500.00 for 20,000 sq. ft.
 Net Exhibit Space: 20,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, film projectors all types for rental
 Stage: Available
 Sports Facilities: Swimming, putting, badminton

The Biltmore

515 S. Olive (Phone: Madison 4-1011)
 Manager: James Sinclair
 Director of Sales: Ben P. Gould
 Convention Season: All year except Dec. 28 to Jan. 2
 Largest Group Accommodated: 1500 (800 rooms, 65 suites available)

GOING TO LOS ANGELES? MAKE A DATE WITH THE "8"

Newest, quietest, roomiest of all.
 United Air Lines DC-8 Jet Mainliner®
 is the *best of the jets*. Fly it soon.

For convention and post-convention tour planning, call or write:
 M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.

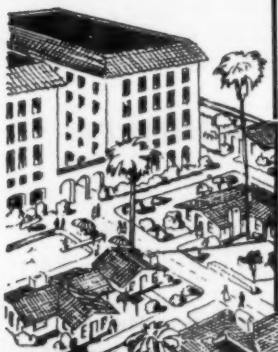


Coming to Los Angeles?

When you are planning a sales meeting or other conference in Los Angeles, you'll find our newly decorated rooms and suites are bargains in luxury. Also bungalows with or without kitchenettes.

Heated pool in 5 acres of magnificent gardens.

A variety of new meeting rooms accommodating 20 to 300 persons.



Chapman Park
 HOTEL and BUNGALOWS

TOM D. MILES, Gen. Manager

3405 WILSHIRE Blvd.
 LOS ANGELES
 DUnkirk 4-1181

NOVEMBER 20, 1959

CALIFORNIA

Los Angeles continued

Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 7.00-14.00; Double: 10.00-16.50; Suites: 24.00-45.00, European
No. Mtg. Rms. & Capacity of Largest: 11 (1,500)
No. Banquet Rms. & Capacity of Largest: 10 (1,500)
Group Meal Rates: Breakfast: 2.25 up; Lunch: 3.00 up; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None, if headquarters
Charges for Exhibit Areas: .05 per sq. ft.
Net Exhibit Space: 99,500 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors

Stage: Yes (15' x 40')
Sports Facilities: Beach and golf
Hotel Representative: Leonard Hicks, Jr. and Associates Inc. (see pg. 29)

Chapman Park Hotel and Bungalows

See Advertisement, Page 49

3405 Wilshire Blvd. (Phone DUnkirk 4-1181)

Manager: Tom D. Miles
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms, 20 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 9.00-11.00; Double: 12.00-15.00; Suites: 18.00-40.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50

Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Private outdoor pool
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Mayfair Hotel

See Advertisement, Page 56

1256 W. 7th St. (Phone: HUBbard 3-4100; Telegraph HU 3-4510)
Manager: Carl Huggens
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-10.00; Double: 9.00-12.00; Suites: 21.00-34.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (325)
No. Banquet Rms. & Capacity of Largest: 9 (300)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 and up
Charges for Exhibit Areas: 7.50 and up
Net Exhibit Space: 4,500 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes (18'x6')
Sports Facilities: Heated swimming pool

SHERATON

the proudest name in HOTELS



LOS ANGELES: SHERATON-WEST

(Formerly the Sheraton-Town House)

Enjoy the luxury of an out-of-town resort right in the heart of the West Coast's biggest city. Eight new private function rooms can hold a total of 1,195 people for meetings, 907 for dinner. Lonal suites overlook outdoor swimming pool. Drive-in underground parking. All rooms have free TV, air-conditioning.

Peter Rochon, Sales Mgr.

EAST
 NEW YORK
 BOSTON
 WASHINGTON
 PITTSBURGH
 BALTIMORE
 PHILADELPHIA
 PROVIDENCE
 SPRINGFIELD, Mass.

ALBANY
 ROCHESTER
 BUFFALO
 SYRACUSE
 BINGHAMTON, N.Y.
MIDWEST
 CHICAGO
 DETROIT
 CLEVELAND

CINCINNATI
 ST. LOUIS
 OMAHA
 AKRON
 INDIANAPOLIS
 FRENCH LICK, Ind.
 RAPID CITY, S. D.
 SIOUX CITY, Iowa
 SIOUX FALLS, S. D.

CEDAR RAPIDS, Iowa
SOUTH
 LOUISVILLE
 DALLAS
 NEW ORLEANS
 MOBILE, Alabama
WEST COAST
 SAN FRANCISCO
 LOS ANGELES

PASADENA
 PORTLAND, Oregon
HAWAII
 HONOLULU
CANADA
 MONTREAL
 TORONTO
 NIAGARA FALLS, Ont.
 HAMILTON, Ont.

Sheraton-West Hotel (HSMA)

See Advertisement, Page 58

639 So. Commonwealth (Phone: DUnkirk 2-7171; Teletype: L.A. 52)
Manager: Edward J. Crowley
Sales Manager: Peter Rochon
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-18.00; Double: 14.00-23.00; Suites: 25.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (450)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 2,250 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, projectors (rental basis)
Stage: None available
Sports Facilities: Swimming, golf, tennis

Hotel Statler Hilton (HSMA)

See Advertisement, Page 33

933 Wilshire Blvd. (Phone: Madison 9-4321)
Manager: J. C. Meacham
Sales Manager: H. C. Lewis
Convention Season: All year
Largest Group Accommodated: 1,500 (700 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-14.00; Double: 11.50-18.00; Suites: 24.00-38.00, European
No. Mtg. Rms. & Capacity of Largest: 17 (1,500)
No. Banquet Rms. & Capacity of Largest: 17 (1,100)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.50
Liquor: Served in hotel
Net Exhibit Space: 11,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 42' x 18'
Sports Facilities: Swimming pool

MONTEREY

Railroads: So. Pac.
Airlines: UAL, Pacific

CONVENTION BUREAU

Monterey Convention Bureau
 Chamber of Commerce
 Robert Coleman, Manager

The Casa Munras Hotel

See Advertisement, Page 52

700 Munras Avenue (Phone: Frontier 5-2411)
Manager: Bruce Locken
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 12 suites available)
Air Conditioning: Largest banquet and meeting rooms
Convention Rates: Single: 7.00-15.00; Double: 10.00-20.00; Suites: 28.00-50.00, European

TWA puts wings on convention planning



CALIFORNIA



LOS ANGELES • SAN FRANCISCO

The West Coast is ideal for business-holiday get-togethers. And TWA offers the ideal way to fly there. With superb TWA BOEING 707s, fastest Jetliners in the U. S., and magnificent TWA Skyliners, TWA serves 70 U.S. cities.

And TWA offers you every assistance, from selecting a site to round-trip transportation. TWA's highly trained Convention Bureau

specialists aid you in finding the facilities best suited to make your meeting an outstanding success . . . accommodations for large or small groups . . . relaxing recreation.

For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office now. Or write: Herb Lynn, Convention Sales Manager, TWA, 380 Madison Avenue, New York 17, New York.

FLY THE FINEST... FLY TWA USA • EUROPE • AFRICA • ASIA

Monterey California's
**MOST FAMOUS CONVENTION
RESORT**



CASA MUNRAS

**MODERN
GARDEN COTTAGE HOTEL**

- Swimming Pool
- Meeting Rooms
- Banquet Facilities

125 Cottage Rooms; Facilities for 250 Guests; Dancing; Cocktail Lounge; Suites. In the Center of World-famed Monterey Peninsula, the West Coast's Favorite Year-round Recreation Area.

*A Friendly Country Inn
With Big City Service*

**JACK DOUGHERTY, OWNER
BRUCE LOCKEN, MANAGER**

For additional information, please write
Casa Munras, Monterey, California.

CALIFORNIA Monterey continued

No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00;
Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if rooms and meals
at hotel
Net Exhibit Space: 1,200 sq. ft. on one floor,
separate area
Audio-Visual Aids: PA system, spotlights, black-
board, screen, lecterns
Sports Facilities: Heated pool, beach, deep sea
Stage: None available
fishing, tennis, golf, riding

Mark Thomas Inn

1300 Fremont St. (Phone: FRontier 2-8161)

Manager: Howard E. Allen
Convention Season: All year
Largest Group Accommodated: 116 (58 rooms
available)
Convention Rates: Single: 8.00-12.00; Double:
12.00-16.00; Suites: 26.00-150.00
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.35-
2.00; Dinner: 2.75-5.00
Liquor: Yes
Charges for Mtg. Rms.: None, when food or
room facilities are used.
Charges for Exhibit Areas: None, when food or
room facilities are used
Net Exhibit Space: 1,248 and 1,728 sq. ft., 2
separate bldgs., both ground floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Swimming pool, tennis, golf
course adjoining, horseback riding nearby

Hotel San Carlos

Franklin & Calle Principal (Phone: FRontier 5-2662)

Manager: Tom Knowlton
Convention Season: All year

Largest Group Accommodated: 250 (125 rooms,
& suites available)
Convention Rates: Single: 5.50-8.00; Double: 7.50-
12.00; Suites: 22.00-35.00
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00;
Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None when headquarter
hotel
Charges for Exhibit Areas: None when head-
quarter hotel
Net Exhibit Space: 4,000 sq. ft. all on one floor
Audio-Visual Aids: Screen, blackboard, PA sys-
tem, spotlights
Stage: Yes
Sports Facilities: Golf, swimming, tennis, horse-
back riding, fishing

OAKLAND

Railroads: So. Pac.; Santa Fe; W.P.; Sac. Nor
Airlines: AAL, PAL, TWA, UAL, WCA, WAL

CONVENTION BUREAU

Convention & Tourist Bureau
1320 Webster St. (12)
Howard S. Sipe, Manager

AUDITORIUM

Oakland Municipal Auditorium-Arena

12th & Fallon Sts. (TE 2-3600, Ext. 386)

Manager: L. C. Lueddeke
Exhibits Areas: Arena, 17,000 sq. ft. hallway
6,000 sq. ft.; Exposition Building, 51,000 sq. ft.
Rental Fees and Services: \$400 to \$500 per day;
full utilities, house electrician, janitor service
Floor Load: Unlimited
Ventilation: Forced air
Ceiling Height: 60 ft.
PA System: Swanson Sound
Dimensions, Opening to Exhibit Hall: 15 ft. by
15 ft.
Columns: None
Utilities: AC and DC current, drains, steam, gas,
water
Loading Facilities: Outside loading dock, ramp
to Arena
Storage Areas: Full basement
Meeting Rooms and Capacities: Theater, 2,000;
Ballroom, 300; four hallways, 250 each
Facilities for Food Functions and Banquet
Capacity: Can handle banquet up to 2,000
Parking Facilities: 1,500 cars
Distance from Business District: Six blocks

Hotel Claremont

See Advertisement, Page 45
(See listing under Berkeley)

Hotel Leamington

19th and Franklin St. (Phone: HIgate 4-2525)

General Manager: Ernest Hilsenberg
Res. Manager: V. Palkowski
Sales Manager: Kenneth Bone
Convention Season: All year
Largest Group Accommodated: 600 (280 rooms,
10 suites available)
Convention Rates: Single: 7.00-10.00; Double: 8.00-
12.00; Suites: 15.00-35.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms.: 15
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50;
Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: from 7.50 to 150.00; no
charge if headquarters
Charges for Exhibit Areas: No charge if head
quarters
Net Exhibit Space: 8,000 sq. ft. on two floors,
separate area
Audio-Visual Aids: PA system, blackboards,
screens, easels
Stage: Yes
Sports Facilities: Golf, tennis, riding nearby

OJAI

Railroads: S. Pac

Ojai Valley Inn and Country Club

(Phone: Ojai 484)

Manager: Wm. G. Briggs
Convention Season: All year
Largest Group Accommodated: 80 (67 room)
Air Conditioning: Some bedrooms, banquet and
meeting rooms
Convention Rates: Single: 20.00; Double: 30.00;
Suites: 32.00, American
No. Mtg. Rms. & Capacity of Largest: 2 (110)

what
is
PAR
for
YOUR convention?



HERE on the MONTEREY PENINSULA it's

1. The world's finest facilities
2. Old Spanish California hospitality
3. Fisherman's Wharf, Sea Food, Fine Restaurants
4. An area of natural beauty made famous by
the Bing Crosby Tournament at Pebble Beach
5. Five of the world's greatest golf courses

Offer YOUR people that "extra something" they've been seeking.
Get away from the ordinary. Pick the best . . .

WRITE NOW FOR MORE DETAILS:

MONTEREY PENINSULA VISITOR & CONVENTION BUREAU

Box 1571 Monterey, California

No. Banquet Rms. & Capacity of Largest: 1 (125)
 Group Meal Rates: Breakfast: 2.00; Lunch: 2.75;
 Dinner: 4.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Audio-Visual Aids: PA system, 16mm sound projector screen and spotlights
 Stage: Available
 Sports Facilities: Golf, tennis, riding and swimming
 Hotel Representative: John A. Tetley Co., Inc.
 (see pg. 29)

PACIFIC GROVE

Railroads: So. Pac.

Asilomar Hotel and Conference Grounds

800 Asilomar Blvd. (Phone: FRontier 2-8016)
 Manager: Mrs. Roma Philbrook
 Convention Season: All year
 Largest Group Accommodated: 450
 No. Mtg. Rms. & Capacity of Largest: 1 (500)
 No. Banquet Rms. & Capacity of Largest: 1 (500)
 Group Meal Rates: Breakfast: 1.00; Lunch: 1.25;
 Dinner: 2.25
 Liquor: Not served in hotel
 Charges for Mtg. Rms.: None when hotel is headquarters
 Charges for Exhibit Areas: None when hotel is headquarters
 Audio-Visual Aids: Screens, PA system, spotlights
 Stage: Yes
 Sports Facilities: 2 tennis courts, volley ball, soft ball, heated swimming pool, ping pong, pool tables, horseshoes

PALM SPRINGS

Railroads: So. Pac.
 Airlines: BAL, WAL

CONVENTION BUREAU

Palm Springs Convention Bureau
 Chamber of Commerce
 Miss Roberta Nye, Manager

El Mirador Hotel (HSMA)

1150 N. Indian Ave. (Phone: FAirview 4-1141)
 Res. Manager: Richard VanderVeer
 Sales Manager: Gethin D. William
 Convention Season: Oct. 1 to May 15
 Largest Group Accommodated: 400 (175 rooms, 20 suites available)
 Air Conditioning: Banquet and meeting rooms
 Convention Rates: Single: 22.00-30.00; Double: 36.00-50.00; Suites: 55.00-100. American
 No. Mtg. Rms. & Capacity of Largest: 6 (500)
 No. Banquet Rms. & Capacity of Largest: 6 (500)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
 Dinner: 5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Net Exhibit Space: 2,500 sq. ft. on one floor, separate area
 Audio-Visual Aids: PA system, spotlights, 16mm sound movie projector, easels
 Stage: Available
 Sports Facilities: Swimming, tennis, putting, badminton
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Marion Davies' Desert Inn

153 No. Palm Canyon Drive (Phone: FAirview 4-1171)
 Manager: Robert Taliaferro
 Convention Season: Oct., Nov., Dec. and Jan.
 Largest Group Accommodated: 200 (90 rooms, 9 suites available)
 Convention Rates: Single: 10.00-16.00; Double: 14.00-20.00; Suites: 30.00-50.00, European
 No. Mtg. Rms. & Capacity of Largest: 3 (150)
 No. Banquet Rms. & Capacity of Largest: 2 (150)
 Group Meal Rates: Breakfast: 2.00; Lunch: 3.00;
 Dinner: 5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Golf, croquet, archery, tennis, swimming, riding, badminton, ping pong, shuffleboard

Oasis Hotel

See Advertisement, Page 56

155 S. Belardo (Phone: FA 4-1301)
 Manager: Roland Richter
 Convention Season: Oct., Nov., April-June
 Largest Group Accommodated: 140 (70 rooms, 5 suites available)
 Air Conditioning: Bedrooms, banquet halls
 Convention Rates: Single: 12.00; Double: 18.00;
 Suites: 35.00
 No. Mtg. Rms. & Capacity of Largest: 3 (75)
 No. Banquet Rms.: 1
 Group Meal Rates: Breakfast: 2.00; Lunch: 2.50;
 Dinner: 4.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Audio-Visual Aids: PA system
 Sports Facilities: Swimming, shuffleboard, croquet, golf, horseback riding

Palm Springs Biltmore Hotel

1000 E. Palm Canyon Drive (Phone: 2357)
 Manager: Robert B. Levin
 Convention Season: All year, except Feb. 1 to Easter
 Largest Group Accommodated: 150 (54 rooms, 11 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 10.00-14.00; Double: 12.00-16.00; Suites: 20.00-24.00; (June thru Sept.).
 Single: 16.00-19.50; Double: 18.00-22.50; Suites: 28.00-32.00; (Oct. to Xmas), Single 20.00-24.00; Double: 22.00-30.00; Suites: 36.00-40.00; (Xmas to Feb. 1st), European Plan
 No. Mtg. Rms. & Capacity of Largest: 3 (150)
 No. Banquet Rms. & Capacity of Largest: 3 (150)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
 Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 1,500 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 8mm and 16mm projector
 Sports Facilities: Swimming, tennis, golf, horseback riding, ping pong, shuffleboard

Palm Springs Riviera

See Advertisement, Page 53

1600 N. Indian Ave.
 Manager: Ted Ratcliff
 Convention Season: All year
 Largest Group Accommodated: 250 (226 rooms, 24 suites available)
 Air Conditioning: Bedrooms, banquet halls
 Convention Rates: Single: 14.00-20.00; Double: 16.00-22.00; Suites: 40.00-45.00 from Sept. to June. Single: 8.00-14.00; Double: 10.00-18.00; Suites: 30.00-40.00 from June to Sept. European but will arrange American if desired.
 No. Mtg. Rms. & Capacity of Largest: 5 (1300)
 No. Banquet Rms. & Capacity of Largest: 2 (900)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
 Dinner: 5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: 5.00 (10x10 booth)
 Net Exhibit Space: 4,000 sq. ft. all on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Yes
 Sports Facilities: Golf, tennis, swimming pool

The Pueblo

1983 N. Palm Canyon Drive (Phone: FAirview 5-2273)
 Manager: Henry E. Perrot
 Convention Season: All year
 Largest Group Accommodated: 200 (100 rooms, 15 suites available)
 Air Conditioning: Yes
 Convention Rates: Single: 4.00-7.00; Double: 8.00-12.50; Suites: 15.00-25.00, European
 No. Mtg. Rms. & Capacity of Largest: 1 (100)
 No. Banquet Rms. & Capacity of Largest: 1 (100)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00;
 Dinner: 4.00
 Liquor: Not served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 600 sq. ft.
 Audio-Visual Aids: PA system, spotlights, screens projectors
 Stage: Yes
 Sports Facilities: Tennis, golf, badminton, swimming, ping pong, horseback riding

PASADENA

Railroads: So. Pac.; Santa Fe; Pac. Elec.; U.P. Sys.
 Airlines: Served through Los Angeles

CONVENTION BUREAU

Convention & Visitors Information Bureau
 Pasadena Chamber of Commerce
 William Adams, II

AUDITORIUM

Pasadena Civic Auditorium

300 E. Green St., (SY 2-6161, Ext. 348)
 Manager: Edward J. Allen
 Exhibit Areas: Exhibition Hall, 16,895 sq. ft.
 Floor Load: Average Ventilation: Blower
 Rental Fees: Exhibition Hall, 8 AM-6 PM, \$150—
 6 PM-12 M, 175; Auditorium, \$200 and \$300.
 Ceiling Height: 35 ft. P. A. System: Available
 Dimensions, Opening to Exhibit Hall: 10 ft.
 Columns: None
 Utilities: 110 and 220 current
 Loading Facilities: Truck ramp to entrance
 Meeting rooms and Capacities: Main Auditorium, 3,000; 2 lecture halls, 150 and 500; 14 committee rooms
 Facilities for Food Functions: Can seat 2,000 for banquet
 Parking Facilities: 1,000 cars in adjoining lots
 Distance from Business District: In center of business district

Hotel Green

See Advertisement, Page 15

50 E. Green St. (Phone: SYcamore 6-6141)
 Manager: Harry O. Wagner
 Convention Season: All year, except Dec. 25 to Jan. 5
 Largest Group Accommodated: 80 rooms summer months, 10 suites available; 25 rooms winter months
 Air Conditioning: Banquet rooms only
 Convention Rates: Single: 6.00-9.00; Double: 9.00-12.00; Suites: 20.00
 No. Mtg. Rms. & Capacity of Largest: 5 (300)
 No. Banquet Rms.: 4
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00;
 Dinner: 3.00
 Liquor: Yes
 Charges for Mtg. Rms.: 15.00 to 50.00 per day
 Net Exhibit Space: 6,000 sq. ft. all on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Yes (10'x12')
 Sports Facilities: Swimming pool and shuffleboard

NEWEST AND MOST COMPLETE CONVENTION HOTEL IN PALM SPRINGS, CALIF.



Convention hall seats 1300—banquet facilities for 900—sample rooms—small conference rooms—250 exquisitely appointed rooms—complete air conditioning.

PLUS...Recreational facilities, including an Olympic-size swimming pool, tennis courts, 9 hole, 27-par golf course right on the grounds.

LOCATED IN THE HEART OF PALM SPRINGS

Write or phone for information or reservations

Los Angeles: DUckirk 8-1151
 San Francisco: EXbrook 7-2717
 TED RATCLIFF, General Manager

Palm Springs RIVIERA
 1600 North Indian Avenue
 PALM SPRINGS, CALIFORNIA



CALIFORNIA

Pasadena continued

Huntington-Sheraton (HSMA)

See Advertisement, Page 11

1401 South Oak Knoll (Phone: SY 2-0266)
 Manager: Stephen W. Royce
 Sales Manager: George A. Whitcomb
 Convention Season: Jan. 3-30, Mar. 15-Dec. 15
 Largest Group Accommodated: 450 (225 rooms, 30 suites available)
 Air Conditioning: All banquet and meeting rooms, 100 bedrooms
 Convention Rates: Single: 10.00; Double: 14.00; Suites: 26.00-30.00, European (For American plan 8.00 per day, per person additional)
 No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
 No. Banquet Rms. & Capacity of Largest: 7 (1,000)
 Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.75
 Liquor: Served in hotel
 Charges for Mtg. Rms.: No charge with 50% housing for meeting
 Charges for Exhibit Areas: 10.00 per day for exhibit unit
 Net Exhibit Space: 7,500 sq. ft. on one floor, 7,500 sq. ft. additional area
 Audio-Visual Aids: PA system, screens, standard projector only
 Stage: Available
 Sports Facilities: Swimming, tennis, badminton, golf, horseback riding

PEBBLE BEACH

Railroads: S.P.
 Airlines: Served through Monterey
Del Monte Lodge
 (Phone: Mayfair 4-3811)
 Manager: Wm. H. Hubbard
 Convention Season: Oct. to June
 Largest Group Accommodated: 170 (90 rooms; 4 suites available)
 Air Conditioning: Banquet and meeting rooms
 Convention Rates: Single: 18.00-34.00; Double: 37.00-47.00; Suites: 55.00, American
 No. Mtg. Rms. & Capacity of Largest: 3 (200)
 No. Banquet Rms.: 1
 Group Meal Rates: Breakfast: 2.50; Lunch: 2.50; Dinner: 4.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 2,736 sq. ft. on one floor
 Audio-Visual Aids: PA system, 16mm and 35mm projectors and standard slide projector
 Stage: Available
 sound movie projector, easels
 Stage Yes (portable)
 Sports Facilities: Golf, tennis, swimming pool, riding and skeet shooting
 Sports Facilities: Swimming, tennis, putting, badminton
 Hotel Representative: Robert F. Warner Inc. (see pg. 29)

RICHARDSON SPRINGS

Railroads: So. Pac. (4 miles from Richardson)
 Airlines: PAL (depot in Chico—6 miles away)

Richardson Mineral Springs Hotel

(Phone: Richardson Springs 71)
 Manager: Robert Richardson
 General Manager: Ned Richardson
 Sales Manager: John Parks
 Convention Season: April 1 to Nov. 1
 Largest Group Accommodated: 400 (150 rooms, 20 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 14.00-17.00; Double: 26.00-30.00; Suites: 28.00-32.00, American
 No. Mtg. Rms. & Capacity of Largest: 6 (400)
 No. Banquet Rms. & Capacity of Largest: 3 (350)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 5,950 all on one floor
 Audio-Visual Aids: PA system, spotlights, 16mm movie projector
 Stage: Available
 Sports Facilities: Swimming, tennis, bocci ball, golf

RIVERSIDE

Airlines: Bonanza
 Railroads: Santa Fe, U.P.

CONVENTION BUREAU

Riverside Convention Bureau
 Chamber of Commerce
 E. M. Barker, Convention Manager

Mission Inn

3447 7th St. (Phone—Overland 6-1000, Tel. same)
 Manager: Frank Bret
 Convention Season: Spring and Fall
 Largest Group Accommodated: 350 (175 rooms, 10 suites available)
 Air Conditioning: Some bedrooms, banquet and meeting rooms
 Convention Rates: Single: 10.00; Double: 13.00; Suites: 25.00, European
 No. Mtg. Rms. & Capacity of Largest: 11 (600)
 No. Banquet Rms. & Capacity of Largest: 8 (600)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.25
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 10.00 to 50.00
 Charges for Exhibit Areas: 10.00 to 50.00
 Net Exhibit Space: 8,100 sq. ft. on more than one floor
 Audio-Visual Aids: PA system, spotlights and 35mm projector
 Stage: Available
 Sports Facilities: Swimming, golf and tennis
 Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc., John A. Tetley Co., Inc. (see pg. 29)

SACRAMENTO

Railroads: S. Pac.; W.P.; Sac. No.; C. Cal. 1
 Airlines: PAL, UAL, WCA

AUDITORIUM

Sacramento Memorial Auditorium

15th and J St. (Gilbert 2-5041)
 Exhibit Areas: Basement, 1,000 sq. ft.; main floor, 9,000 sq. ft.; stage, 1,800 sq. ft.
 Rental Fees and Services: \$300 per day, includes janitor service, heat, light
 Ventilation: Circulating fans
 Ceiling Height: 50 ft.
 P. A. System: Available
 Dimensions, Opening to Exhibit Hall: 6 ft. by 12 ft.; 6 ft. by 6 ft.
 Elevators and Capacities: One, 3,000 lbs.
 Columns: Main floor, none; basement, every 10 ft.
 Utilities: AC current
 Loading Facilities: Two platforms
 Storage Areas: 1,000 sq. ft.
 Meeting Rooms and Capacities: Main Auditorium, 5,000; Little Theaters, 300; five committee rooms seat 30-40 each
 Facilities for Food Functions: Main floor, 1,100; Basement, 1,100
 Parking Facilities: Street parking and parking lot
 Distance from Business District: Five blocks

El Rancho Sacramento

West Capitol Ave. (Phone: Hudson 1-3031)
 Manager: Robert Seaman
 Sales Manager: Mrs. Dorothy Reese
 Convention Season: All year, except first two weeks in Sept.
 Largest Group Accommodated: 400 (200 rooms and 10 suites available)
 Convention Rates: Single: 6.00 to 10.00; Double: 8.50-12.00; Suites: 25.00
 No. Mtg. Rms. & Capacity of Largest: 4 (300)
 No. Mtg. Rms. & Capacity of Largest: 4 (250)
 Rates for Meals: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
 Liquor: Served in hotel
 Air Conditioning: Banquet and meeting rooms, bedrooms
 Charges for Banquet & Mtg. Rms.: None
 Net Exhibit Space: 1,650 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, platform
 Sports Facilities: Swimming pool, golf

Hotel Senator (HSMA)

See Advertisement, Page 15
 12th & "L" Sts. (Phone: Gilbert 2-5081)
 Manager: Bob Walker
 Sales Manager: W. J. Rogers
 Convention Season: All year
 Largest Group Accommodated: 500 (200 rooms, 35 suites available)
 Air Conditioning: Banquet and meeting rooms and 50% of bedrooms
 Convention Rates: Single: 6.00-8.50; Double: 9.00-11.00; Suites: 25.00 to 45.00, European
 No. Mtg. Rms. & Capacity of Largest: 6 (550)
 No. Banquet Rms. & Capacity of Largest: 6 (550)
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.50
 Liquor: Served in hotel

Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: According to convention
 Net Exhibit Space: 500 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: None

SAN BERNARDINO

Railroads: So. Pac.; Santa Fe; U.P.; P.E.
 Airlines: Helicopter service from Los Angeles

Arrowhead Springs Hotel

P.O. Box 571 (Phone: Turner 21-221)
 Manager: Richard L. Benton
 Convention Season: All year
 Largest Group Accommodated: 300 (125 rooms, 10 suites available)
 Air Conditioning: Most bedrooms and all banquet and meeting rooms
 Convention Rates: Single: 13.00-23.00; Double: 16.00-26.00; Periors: 15.00-25.00, European
 No. Mtg. Rms. & Capacity of Largest: 6 (800)
 No. Banquet Rms. & Capacity of Largest: 4 (500)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 5,000 sq. ft.
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Golf, tennis, riding, swimming (2 pools)

SAN DIEGO

Railroads: A.T. & S.F.; S.D. & A.E.
 Airlines: AAL, BAL, UAL, WAL

CONVENTION BUREAU

San Diego Convention & Tourist Bureau
 924 Second Ave.
 James B. Simmons, Convention Manager

El Cortez Hotel

7th & Ash (Phone: BE 2-0161)
 Manager: Carl P. Frank
 Sales Manager: Howard Ebert
 Convention Season: All year
 Largest Group Accommodated: 700 (325 rooms, 25 suites available)
 Air Conditioning: Banquet rooms, some bedrooms
 Convention Rates: Single: 8.00-13.00; Double: 12.00-18.00; Suites: 20.00-35.00, European
 No. Mtg. Rms. & Capacity of Largest: 8 (1,100)
 No. Banquet Rms. & Capacity of Largest: 7 (950)
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None, if in meeting rooms
 Net Exhibit Space: 20,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, screens and blackboards
 Stage: Available
 Sports Facilities: Swimming in hotel, tennis, golf, fishing, riding

Hotel San Diego

Broadway at State (Phone: BELmont 3-1221; Teletype #6318)
 Manager: Tom Coleman
 Convention Season: All year
 Largest Group Accommodated: 300 (150 rooms, 6 suites available)
 Air Conditioning: Banquet and meeting rooms and some bedrooms
 Convention Rates: Single: 6.00-8.00; Double: 8.00-12.00; Suites: 12.00-25.00, European
 No. Mtg. Rms. & Capacity of Largest: 7 (700)
 No. Banquet Rms. & Capacity of Largest: 7 (500)
 Group Meal Rates: Breakfast: 1.50; Lunch: 1.85; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 7,800 sq. ft. on two floors
 Audio-Visual Aids: PA system, spotlights, screen
 Stage: Available
 Sports Facilities: Close to beaches and water sports

U. S. Grant

326 Broadway (Phone: BELmont 2-3121)
 Gen. Manager: Carleton Lichy
 Convention Season: All year
 Largest Group Accommodated: 500 (200 rooms, 25 suites available)

Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-10.00; Double: 9.00-16.00; Suites: 20.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (800)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00 & up
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, large film projector
Stage: Yes (16'x62')
Sports Facilities: Golf, tennis, horseback riding, swimming nearby

SAN FRANCISCO

Railroads: S.P.; Santa Fe; W.P.; N.W.P.; P. & S.R.
Airlines: AAL, PAA, PAL, TWA, UAL, WCA, WAL

CONVENTION BUREAU

San Francisco Convention & Tourist Bureau
 Exposition Auditorium (2)
 W. G. Swanson, Vice President-Gen. Manager

AUDITORIUMS

Civic Auditorium—Brooks Exhibit Hall

57 Grove St. (HEmlock 1-6352)

Manager: James T. Graham
Exhibit Areas: Brooks Hall 90,000 sq. ft.; Civic Auditorium 70,000 sq. ft.
Floor Load: Unlimited
Calling Height: Brooks Hall 14 ft.; Auditorium 70 ft. PA System: Available in auditorium.
Dimensions, Opening to Exhibit Hall: 50 ft. by 14 ft.
No. of Elevators: 2 passenger, 3 freight
Columns, Locations and Dimensions: Hall every 40 ft., auditorium, none.
Utilities: AC, DC current, water, gas, sewage
Loading Facilities: Loading docks, truck areas
Storage Areas: Approx. 5,000 ft.
Meeting Rooms and Capacities: 20 rooms seating from 30 to 9,000
Banquet Capacity: 2,500
Parking Facilities: 2,400
Distance from Business District: In business district

Cow Palace

(Phone: JUniper 4-2480)
Manager: Nye Wilson
Exhibit Areas: 316,000 sq. ft.; Arena and two wings 180,000 sq. ft. on one level
Rental Fees: Variable, no services included
Floor Load: Unlimited
Ventilation: Automatic
Ceiling Height: 104 ft. in Arena, 18 ft. in wings
PA System: Yes
Dimensions, Opening to Exhibit Hall: Arena, 13 ft., 8 inches; wings, 12 ft., 2 inches
Columns: None in Arena; 10 in. by 10 in. steel in wings, 20 ft. by 40 ft. spaces
Utilities: 1,750 KVA—three phase
Loading Facilities: Forklifts and docks on grounds; railroad siding $\frac{1}{2}$ mile away
Storage Areas: Unlimited under cover
Number of Mtg. Rms. & Capacity: 6, 80' x 250' or divided
Facilities for Food Functions: Banquet for 4,000 in Arena, 4 Restaurants
Parking Facilities: 6,300 cars

Distance from Business District: 12 minutes from center city via freeway

Alexander Hamilton Hotel

631 O'Farrell St. (Phone: GRaystone 4-5500)
Manager: Bruce R. Warden
Convention Season: All year
Largest Group Accommodated: 175 (100 rooms; 6 suites available)
Convention Rates: Single: 9.00-14.00; Double: 12.00-18.00; Suites: 20.00-60.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (150)
No. Banquet Rms. & Capacity of Largest: 5 (150)
Group Meal Rates: Breakfast: 1.45; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-25.00
Net Exhibit Space: 2,000 sq. ft. on one floor
Stage: Yes

SHERATON



SAN FRANCISCO: SHERATON-PALACE

It's the outstanding convention hotel in America's favorite convention city. See listing for complete convention facilities.

Harley Watson, Gen. Mgr.

GOING TO SAN FRANCISCO? MAKE A DATE WITH THE "8"

Newest, quietest, roomiest of all.
 United Air Lines DC-8 Jet Mainliner®
 is the *best of the jets*. Fly it soon.

For convention and post-convention tour planning, call or write:
 M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.



NOVEMBER 20, 1959

EAST	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
NEW YORK	ROCHESTER	ST. LOUIS	SOUTH	PORTLAND, Oregon
BOSTON	BUFFALO	OMAHA	LOUISVILLE	HAWAII
WASHINGTON	SYRACUSE	AKRON	DALLAS	HONOLULU
PITTSBURGH	BINGHAMTON, N.Y.	INDIANAPOLIS	NEW ORLEANS	CANADA
SALT LAKE CITY	MIDWEST	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	WEST COAST	TORONTO
PROVIDENCE	DETROIT	SIoux CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
SPRINGFIELD, Mass.	CLEVELAND	SIoux FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

CALIFORNIA San Francisco continued

Fairmont Hotel

Atop Nob Hill (Phone: DO 2-8800)
Manager: Richard L. Swig
Sales Manager: John Tetley Co.
Convention Season: All year
Largest Group Accommodated: 350 (165 rooms, 15 suites available)
Air Conditioning: Some banquet and meeting rooms
Convention Rates: Single: 12.00-15.00; Double: 16.00-24.00; Suites: 37.00-84.00, European
No. Mtg. Rms. & Capacity of Largest: 20 (1,500)
No. Banquet Rms. & Capacity of Largest: 20 (900)
Group Meal Rates: Breakfast: 3.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Net Exhibit Space: 8,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, projections on rental basis
Stage: Available
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Hotel Mark Hopkins (HSMA)

See Advertisement, Page 167
Nob Hill (Phone: EXbrook 2-3434)
Manager: George D. Smith
Sales Manager: Harold F. Sands
Convention Season: All year
Largest Group Accommodated: 400 (165 rooms, 35 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 15.00-19.00; Double: 19.00-23.00; Suites: 30.00-108.00
No. Mtg. Rms. & Capacity of Largest: 9 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (800)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.25; Dinner: 4.50

sales
executives!
may we present
our credentials:
our portfolio for conventions,
sales meetings, banquets,
trade shows, get-togethers
par excellence:

- Located in the largest cities west of Denver
- Exclusive Hoteletype service allows confirmed reservations, special requests, in a matter of minutes
- Confirmed room reservations are guaranteed
- Specialists at your service to assist in meeting plans
- Complete handling of all details of accommodations, food, music, decorations, entertainment
- Family plan allows children under 14 free accommodations
- Send for more information on any Western Hotel now.

**Western
Hotels**
INCORPORATED

Executive Office, Olympic Hotel, Seattle, Washington
National Sales Office, 37 So. Wabash Ave., Chicago, Ill.

Liquor: Served in hotel
Charges for Mtg. Rms.: None if hotel is convention headquarters and food is served
Charges for Exhibit Areas: Yes
Net Exhibit Space: 6,700 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Maurice Hotel

See Advertisement, Page 56
761 Post St. (Phone: ORD 3-6040)
Manager: Alex Hoffer
Convention Season: All year
Largest Group Accommodated: 100 (40 rooms, 4 suites available)
Convention Rates: Single: 7.00-8.50; Double: 9.00-12.00; Suites: 17.50, European
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms. & Capacity of Largest: 1 (30)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Beer & Wine
Charges for Mtg. Rms.: 15.00
Audio-Visual Aids: Can rent

Sheraton Palace Hotel (HSMA)

See Advertisement, Page 55
New Montgomery & Markets Sts. (Phone: EXbrook 2-8600)
General Manager: Edmond A. Rieder
Sales Manager: James Stahlbaum
Convention Season: All year
Largest Group Accommodated: 500 (350 rooms, 40 suites available)
Convention Rates: Single from 10.00; Double: from 16.00; Suites: from 30.00, European
No. Mtg. Rms. & Capacity of Largest: 18 (1,000)
No. Banquet Rms. & Capacity of Largest: 18 (1,000)
Group Meal Rates: Breakfast: from 2.85; Lunch: from 3.75; Dinner: from 4.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 14.00 to 350.00
Net Exhibit Space: 9,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, closed-circuit TV, 16mm projector
Stage: Available

St. Francis Hotel (HSMA)

See Advertisement, Page 56
Union Square (Phone: EXbrook 7-7000)
Managing Director: Dan E. London
Asst. Gen. Mgr.: David Plant
Convention Season: All year
Convention Rates: Single: 10.00-22.00; Twins: 16.00-25.00; Suites: 30.00-150.00
No. Mtg. Rms. & Capacity of Largest: 25 (750)
No. Banquet Rms. & Capacity of Largest: 25 (750)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 250.00
Net Exhibit Space: 5,338 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, movie screens
Stage: Available

Sir Francis Drake (HSMA)

See Advertisement, Page 56
Powell at Sutter Streets (Phone: EXbrook 2-7755)
Manager: Edward C. Sequeira
Sales Manager: Jack Hempstead
Convention Season: All year

Largest Group Accommodated: (200 rooms, 15 suites available)
Convention Rates: Single: 10.50-15.50; Double: 12.50-17.50; Twins: 15.50-20.50; Suites: 32.00-45.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 9 (450)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.25; Dinner: 4.50 (plus 4% sales tax & gratuity)
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Audio-Visual Aids: PA system, spotlights, podiums, blackboards, film projectors may be rented
Stage: Available

Hotel Whitcomb

8th & Market Sts. (Phone: UNderhill 1-9600)
Manager: Karl C. Weber
Convention Season: All year
Largest Group Accommodated: 250 (230 rooms, 15 suites available)
Convention Rates: Single: 7.00-12.00; Double: 10.00-16.00; Suites: 18.00-60.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 9 (1,200)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 to 400.00
Charges for Exhibit Areas: 7.50 to 400.00
Net Exhibit Space: 21,060 sq. ft.
Audio-Visual Aids: PA system, blackboards, motion picture screen
Stage: Available

SAN JOSE

Railroads: So. Pac.; W.P.
Airlines: Pacific

CONVENTION BUREAU

Convention & Tourist Bureau
Civic Auditorium Bldg. (13)
Henry M. Plymire, Manager

AUDITORIUM

Civic Auditorium

Market & San Carlos Sts. (Cy 2-3141, Ext. 207)
Manager: Francis F. Heney
Exhibit Areas: 14,000 sq. ft.
Rental Fees and Services: 10% of gross, no services
Floor Load: 100 per sq. ft.
Ceiling Height: 45 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12-ft. door
Columns: None
Utilities: 110-220 current
Loading Facilities: Truck-height loading zone
Storage Areas: 2,000 sq. ft.
Facilities for Food Functions: Concession and caterer
Parking Facilities: 800 cars
Distance from Business District: One block

Montgomery Hotel

211 S. First St. (Phone: CY 4-9404)
Manager: Ralph Caldwell
Convention Season: All year
Largest Group Accommodated: 126 (60 rooms, 2 suites available)

IT'S Jack Jar OF SAN FRANCISCO



A complete Resort in Downtown San Francisco with Garden Patio surrounding Pool for outdoor Dancing and Dining, plus all the interesting things to do and see in the Golden City. 405 sparkling guest rooms plus 35 beautiful suites. Grand Ballroom seating 1000 theatre style, or with dividers, a smaller Ballroom with 4 adjoining Conference Rooms, capacity ranging from 530 to 50. 9623 sq. ft. of Exhibit Space.

Robert W. Holden
Vice President and Managing Director

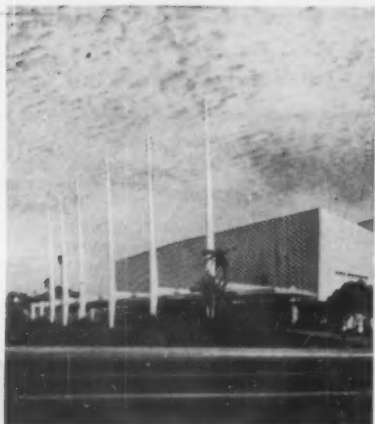
Claire Perkins, Sales Manager • Sales Office, 1382 Sutter St.



this is CONVENTIONLAND, U.S.A.

...and Western's the wonderful way to fly there! This map is loaded with convention possibilities. And all are within easy reach—thanks to Western Airlines Champagne Flights, Hunt Breakfast Flights, or Western Aircoaches. So why settle for “the same old place” when planning your next convention or sales meeting?

Western's Convention Bureau will gladly supply you with the facts to help you decide which of these convention areas will fit your needs best. Just write Betty West, Convention Bureau Manager, 6060 Avion Dr., Los Angeles 45, California.



SANTA MONICA

Where the Mountains Meet the Sea

MEET in:

New Civic Auditorium, featuring:

- Largest tilting floor in the world
- Sloping seating for 3,000
- Levels for exhibits, meals
- 30,000 square feet of exhibit space
- 15 committee rooms for 25 to 600
- Air conditioning, high fidelity sound
- FREE FOR CONVENTIONS

New Hotel Facilities, featuring:

- 50 attractive meeting rooms

STAY in:

New Hotels, Motels, featuring:

- 3,000 modern, attractive rooms
- Heated pools — sensible rates

PLAY in:

- Ideal, smog-free sea-air climate
- Miles of beaches — swimming —
- Pacific Ocean Park — golf —
- Nearby: Disneyland, Hollywood

Send now for FREE CONVENTION EXECUTIVE'S PICTORIAL GUIDE
Santa Monica Chamber of Commerce
Convention and Visitors Bureau
109 Santa Monica Blvd.
Santa Monica, California

Name:
Title:
Organization:
Address:
City: Zone: State:

CALIFORNIA

San Jose continued

Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 6.00-8.00; Double: 7.00-10.00; Suites: 15.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-50.00 per day
Net Exhibit Space: 2,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes (8'x20')
Sports Facilities: Golf, swimming, riding adjacent

SAN MATEO

Railroads: SP

The Villa Hotel (HSMA)

Villa Sq. & El Camino Real (Phone: Fireside 1-0966)
General Manager: Maynard Strahl
Dir. of Sales: Dale L. Butterfield
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 5 suites available)
Air Conditioning: Banquet halls, meeting rooms
Convention Rates: Single: 10.00; Double: 13.00; Suites: 25.00-57.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if sufficient guest rooms used
Charges for Exhibit Areas: None if sufficient guest rooms used
Net Exhibit Space: 8,300 sq. ft. on two floors
Audio-Visual Aids: Screens, blackboards, PA system, spotlights, platforms
Sports Facilities: Heated pool, nearby golf, fishing and bowling
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

SANTA BARBARA CALIFORNIA



Unequaled for conventions, sales and board of directors meetings, incentive award conferences, exhibits, etc. for groups large or small. Centrally located, only 90 miles from Los Angeles, served by air, rail and bus. Modern Convention Center accommodating 700 for meetings, 575 for banquets. 4 additional function rooms seating 10-200 for meetings and 10-180 for banquets.

Superb recreational facilities. Private sandy ocean beach, heated fresh water pool, tennis, ping-pong, shuffleboard and golfing at nearby country club.

Special group rates either European or American Plan on request.

WRITE: TED AHLSTEDT, SALES MGR.

MIRAMAR HOTEL RESORT
SANTA BARBARA, CALIFORNIA
W. P. GAWZNER, MGR.

SANTA BARBARA

Airlines: Pacific, UAL
Railroads: So. Pac.

CONVENTION BUREAU

Santa Barbara Convention Bureau
P.O. Box 299
Norine DeOran, Manager

Hotel Carrillo (HSMA)

Carrillo & Chapala Sts. (Phone: WO 6-7161)
Manager: Pat Connolly
Convention Season: All year
Largest Group Accommodated: 256 (125 rooms, 6 suites available)
Air Conditioning: Banquet halls only
Convention Rates: Single: 6.50-12.00; Double: 8.50-16.00; Suites: 16.00-32.00
No. Mtg. Rms. & Capacity of Largest: 1 (200)
No. Banquet Rms. & Capacity of Largest: 1
Group Meal Rates: Breakfast: 1.50; Lunch: 1.65; Dinner: 2.10
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None

Doric Mar Monte Motor Hotel

East Cabrillo Blvd. (Phone: 6-6121)
Manager: Tom L. Hill
Sales Manager: Pete Sjostrom
Convention Season: All year
Largest Group Accommodated: 200 (70 rooms, 4 suites available)
Convention Rates: Single: 8.00-10.00; Double: 10.00-12.00; Suites: 25.00-29.00, European (American if requested)
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (350)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Net Exhibit Space: 4,506 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screens
Stage: Yes (24'x8')
Sports Facilities: Swimming, golfing, riding, boating, tennis, cricket, fishing & hunting (in season)

Miramar Hotel (HSMA)

See Advertisement, Page 58

South Coast Hwy. (Phone: 9-2203)
Manager: W. P. Gawzner
Sales Manager: Ted Ahlstedt
Convention Season: All year except July and Aug.
Largest Group Accommodated: 300 (130 rooms)
Air Conditioning: Meeting rooms, banquet halls
Convention Rates: Single: 8.00; Double: 10.00; Suites: 14.00-25.00
No. Mtg. Rms. & Capacity of Largest: 7 (800)
No. Banquet Rms. & Capacity of Largest: 4 (600)
Group Meal Rates: Breakfast: .60-2.15; Lunch: 1.75-2.00; Dinner: 2.25-5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Variable
Net Exhibit Space: 5,150 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Sports Facilities: Heated pool, tennis, golf, private beach, shuffleboard, ping pong, fishing, riding, charter fishing
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Santa Barbara Biltmore and Cottages

(Phone: WOODLAND 9-2261)

Manager: Daniel J. O'Brien
Convention Season: Sept. to July 15
Largest Group Accommodated: 260 (120 rooms, 12 suites available)
Convention Rates: Single: 12.00-22.00; Double: 14.00-25.00; Suites: 25.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 12,180 sq. ft. on one floor
Audio-Visual Aids: Two 35mm motion picture sound projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Putting course, tennis, shuffleboard, croquet, table tennis, badminton, horse shoes, riding, deep sea fishing, swimming, 2 golf courses nearby

SANTA CRUZ

Railroads: So. Pac.

CONVENTION BUREAU

Santa Cruz Convention Bureau
Civic Auditorium
Mrs. Kay Dillon, Manager

Santa Cruz Civic Auditorium

Civic Center (Phone: GA 3-1214)

Manager: H. R. Judah
Exhibit Area and Square Footage of Each:
Main auditorium only 7,000 sq. ft.
Rental Fees and Services Included in Rent:
Afternoon and evening \$90.00
Floor Load: Unlimited
Ceiling Height: 46 ft. PA System: Yes
No. of Elevators: None
Current and Utilities Available: Electric AC and gas
Loading Facilities: Ramp to stage door-two wide side entrances
Railroad Sidings: No
Number of Meeting Rooms and Capacities: 6 from 25 to 75 persons
Facilities for Food Functions: Kitchen for banquet of 720
Parking Facilities: Curb and lots-500 cars
Distance from Business District: One block and a half

SANTA MONICA

Railroads: Pac. Elec.; So. Pac.
Airlines: Served through Los Angeles

AUDITORIUM

Civic Auditorium

See Advertisement, Page 58

1855 Main St. (Phone: EXbrook 3-9961)
Manager: John T. Webb
Exhibit Area: 22,000 sq. ft.
Ventilation: Air conditioning
Ceiling Height: 48'
PA System: 3 channel Stereophonic
Dimensions, Opening to Exhibit Hall: 10' by 16'
No. of Elevators and Capacities: One-50 tons
Columns, Locations and Dimensions: None
Current and Utilities Available: 110, 220 V
Loading Facilities: Three docks
Location, Size of Storage Areas: 4,000 sq. ft. on perimeter of Auditorium
Number of Meeting Rooms and Capacities: Seven for 100 each
Facilities for Food Functions: Banquet for 1,850
Parking Facilities: For 800 cars
Distance from Business District: 3 blocks

Hotel Miramar

See Advertisement, Page 58

Second & Wilshire. (Phone: EXbrook 4-3731)
Manager: William W. Donnelly
Sales Manager: Ruth Anderson
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 30 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 8.00-10.00; Double: 13.00-15.00; Suites: 18.00-65.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.50 (plus tax & tip)
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters in hotel
Charges for Exhibit Areas: Variable
Net Exhibit Space: 6,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm film projector
Stage: Portable
Sports Facilities: Heated swimming pool on grounds

SANTA ROSA

Railroads: So. Pac., Nor. W. P.
Airlines: PAL

CONVENTION BUREAU

Convention & Tourist Bureau
Chamber of Commerce
Flamingo Hotel
Scott Gordon, Manager

Veterans' War Memorial Building

1351 Bennett Ave. (Phone: Liberty 5-2013)
Manager: Jack Whelan
Exhibit Areas and Square Footage of Each: Main auditorium 10,800 sq. ft., Foyer and halls 2,500 sq. ft.

Rental Fees and Services Included in Rent: 175.00 per day. Includes janitors, and all available equipment.
Ventilation: Forced air
Ceiling Height: 40' PA System: Yes
Dimensions, Opening to Exhibit Hall: 6' doors
Columns, Locations and Dimensions: None
Current and Utilities Available: 120-220 V
Loading Facilities: Truck ramp off rear of stage
Location, Size of Storage Areas: 4,000 sq. ft. off stage on same level
Number of Meeting Rooms and Capacities: Three rooms for 35, two for 400, one for 150, plus auditorium for 1,500
Facilities for Food Functions: Banquet for 1,000
Parking: Space for 500 cars
Distance from Business District: 1 mile

Flamingo Hotel

4th & Farmers Lane. (Phone: LI 5-6310)
Manager: Roland B. Bliss
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 16 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00; Double: 10.00; Suites: 21.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (900)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if food served
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool, golf nearby
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Santa Rosa Hotel

508 4th St. (Phone: Liberty 2-1742)
Manager: Jack Kronstedt
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 5.00-6.00; Double: 7.00-10.00; Suites: 14.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (350)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 8' by 14'
Sports Facilities: Golf 2 miles away

SOLVANG

Alisal Ranch and Resort

P.O. Box 497 (Phone: Santa Ynez 233)
Manager: Lynn S. Gilham
Convention Season: September to April
Largest Group Accommodated: 120 (36 rooms, 8 suites available)
Convention Rates: Single: 22.00; Double: 34.00; Suites: 34.00, American
No. Mtg. Rms. & Capacity of Largest: 2 (125)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,600 sq. ft. on one floor
Audio-Visual Aids: 16mm projector
Stage: 10' by 20'
Sports Facilities: Golf, swimming, tennis, croquet, badminton, shuffleboard, archery, riding.

YOSEMITE NATIONAL PARK

Railroads: S. Pac.; Santa Fe; West Pac.; Yosemite Transportation System
Airlines: United to Merced

The Ahwahnee

(Phone: FRontier 2-4411)
Manager: Stuart Cross
Sales Manager: George H. Oliver
Convention Season: Sept. to June 1
Largest Group Accommodated: 200 (100 rooms, 4 suites available)
Convention Rates: Single: 23.00-24.00; Double: 34.00-36.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (225)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 7,780 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm slide, 2x2 slide, 16mm projector
Stage: Available

Sports Facilities: Horseback riding, golf, tennis, swimming, hiking, bicycling
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

COLORADO

ASPEN

Railroads: D&RGW

Aspen Meadows

(Phone: WALnut 5-3426; Telegraph: Aspen, Colo.)
Manager: E. F. Armstrong
Sales Manager: Gerald G. Hewey
Convention Season: Sept. to Dec., April to July
Largest Group Accommodated: 68 (43 rooms, 1 suite available)
Convention Rates: Single: 10.00-12.00; Double: 14.00-16.00; Suites: 24.00-40.00, European. For American add 8.50 per person
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms.: 2
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 4.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,710 sq. ft. on one floor
Audio-Visual Aids: PA system, slide projector and 16mm projector
Sports Facilities: Tennis, swimming pool, health center, skiing, hunting, fishing, horseback riding, dogsled rides

COLORADO SPRINGS

Railroads: D. & R.G.W.; A.T. & S.F., Col. & So.; C.R.I. & P.; M.T.
Airlines: BNF, CEN, CAL

Antlers Hotel

Pikes Peak & Cascade Ave. (Phone: Melrose 2-2681; Telegraph: Antlers)
Manager: Dale M. Seiders
Convention Season: Sept. 15-June 15
Largest Group Accommodated: 385 (175 rooms, 10 suites available)
Convention Rates: Single: 8.00-12.00; Double: 12.00-16.00; Suites: from 18.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 5 (475)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.85; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00 per booth
Net Exhibit Space: 6,500 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens
Stage: 8 ft. by 40 ft.
Sports Facilities: Swimming, volleyball
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Broadmoor Hotel

(Phone: Melrose 4-7711)
Manager: William B. Hall, Jr.
Sales Manager: John M. Haymes
Convention Season: September to July
Largest Group Accommodated: 460 (200 rooms, 30 suites available)
Convention Rates: Single: 10.00-19.00; Double: 17.00-33.00; Suites: 23.00-47.00
No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,150 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, 35mm film projector
Stage: Available
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

DENVER

Railroads: Union Pac.; Santa Fe; Burlington
Route: D. & I.; Rock Island; Col. & So.; D. & R.G.W.; U.P.
Airlines: BNF, CEN, CAL, FAL, TWA, UAL, WAL

COLORADO Denver continued

CONVENTION BUREAU

Denver Convention & Visitors Bureau
225 W. Colfax Ave. (2)
Clarence N. Hockom, Manager

AUDITORIUMS

City Auditorium Arena

13th & Champa Sts. (MA 3-1133 Ext. 247)
Director: Joseph J. Salankey
Exhibit Areas: Convention Arena floor, 20,000 sq. ft.; Promenade, 2,000 sq. ft.; Remodeled theatre available December, 1956
Rental Fees and Services: Rent is free; payment only for services. If exhibit space is sold, charge is .15 per sq. ft. of net space or cost of basic services—whichever is greater.
Floor Load: Exhibition Hall, unlimited; Arena Level, 100 lbs. per sq. ft.
P. A. System: Available in Auditorium, Arena
Ceiling Height: Exhibition Hall, 12.5 ft.; Arena, 80 ft.
Dimensions, Openings to Exhibit Hall: 14.4 ft. wide by 11 ft. high
Elevators and Capacities: One service elevator, 12 ft. long by 6 ft. wide, 75 lbs. per sq. ft. load limit
Columns: In Exhibition Hall
Utilities: AC, any voltage, water, drains, gas
Loading Facilities: Ramps
Storage Areas: Limited
Meeting Rooms and Capacities: Nine meeting rooms seat from 60 to 120; Arena, seats 5,588
Facilities for Food Functions and Banquet Capacity: Catering kitchen can handle banquet for 2,000
Parking Facilities: 12 lots within 2 blocks of auditorium

Denver Coliseum

46th Ave. and 44th St. (MAin 3-1133, Ext. 557)

Meeting in DENVER ? Fly the Extra Care Line



Less time en route... smoother flying and greater on-time dependability... service from most major cities.

For convention and post-convention tour planning, call or write
M. M. Mathews, Mgr.,
Convention Sales, 36 S. Wabash,
Chicago 3, Ill.

Director: Joseph J. Salankey
Exhibit Areas: Arena, 29,464 sq. ft.; Promenade, 30,000 sq. ft.; Lower back stage area, 6,000 sq. ft.
Rental Fees: On application
Floor Load: Unlimited
Ventilation: Roof exhaust blowers
Ceiling Height: 87 ft.
P. A. System: Available
Columns: None
Utilities: Electricity, gas, water
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms and Capacities: 10,933 seats (7,933 permanent)
Facilities for Food Functions and Banquet Capacity: Can handle 2,000
Parking Facilities: 2,500 cars
Distance from Business District: Three miles

Brown Palace Hotel (HSMA)

17th & Tremont (Phone: TA-5-3111)
Manager: Charles A. O'Toole
Sales Manager: Karl W. Mehlmann
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.50-17.00; Double: 13.00-20.00; Suites: 22.00-65.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (830)
No. Banquet Rms. & Capacity of Largest: 9 (580)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Charges for Exhibit Areas: 10.00 up
Audio-Visual Aids: PA system, spotlights
Stage: 10' by 34'
Sports Facilities: Golf (municipal course nearby)

The Cosmopolitan Western Hotel (HSMA)

See Advertisement, Page 56
18th & Broadway (Phone: Main 3-2181; Telegraph: FKJ)
Manager: Tom Lee
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 7.50-13.00; Double: 12.00-19.00; Suites: 21.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (650)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00-200.00
Charges for Exhibit Areas: 15.00-200.00
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlight, movie screen
Stage: Yes (19'x13')

Hilton Hotel

See Advertisement, Page 33
16th & Court Place (Phone: AMherst 6-3911)
Manager: Truett Gore
Sales Manager: Robert B. Kern
Convention Season: All year
Largest Group Accommodated: 1,200 (550 rooms, 50 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Available after Jan. 1, European
No. Mtg. Rms. & Capacity of Largest: 33 (2,100)
No. Banquet Rms. & Capacity of Largest: 33 (1,400)
Group Meal Rates: Available after Jan. 1
Liquor: Served in hotel
Net Exhibit Space: 33,936 sq. ft. 15,801 sq. ft. is included in meeting room space
Audio-Visual Aids: PA system, spotlights. Screens and standard equipment available from or through hotel
Stage: Yes (variable)
Sports Facilities: Ice skating across the street

Hotel Park-Lane

450 S. Marlon St. (Phone: Pearl 3-4611)
Manager: M. J. ...
Sales Manager: Beth Von Ruten
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms, 90% of bedrooms
Convention Rates: Single: 9.00-12.00; Double: 12.00-14.00; Suites: 25.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (200)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies

Charges for Exhibit Areas: Varies
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: Outdoor Swimming pool, golf

ESTES PARK

Railroads: Union Pac.; Santa Fe; Burlington
Route: D. & I.; Rock Island; Col. & So.; D. & R.G.W.; U.P.—all to Denver
Airlines: Served via Denver

Harmony Guest Ranch

(Phone: 530)
Manager: S. W. Hayes
Sales Manager:
Convention Season: June-July 15, Sept. 1-20
Largest Group Accommodated: 70 (38 rooms, 7 suites available)
Air Conditioning:
Convention Rates: Single: 40.00; Double: 50.00; Suites: 100.00, American
No. Mtg. Rms. & Capacity of Largest: 1
No. Banquet Rms. & Capacity of Largest: 1
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 200 sq. ft. on one floor
Audio-Visual Aids: 16mm projector, PA system
Sports Facilities: Swimming, horses, golf
Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Stanley Hotel

(Phone: 23)
Manager: Bob Dean
Convention Season: June 1-Sept. 15
Largest Group Accommodated: 400 (175 rooms, 8 suites available)
Convention Rates: Single: 22.00-42.00; Double: 34.00; Suites: 44.00-60.00, American
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm and 35mm projectors, screens
Stage: Available
Sports Facilities: Swimming pool, golf, riding, shuffleboard, ping pong
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

CONNECTICUT

GROTON

Railroads: PRR; N.Y., N.H. & H.

Griswold Hotel & Country Club

See Advertisement, Page 61
Eastern Point (Phone: Hilltop 5-9701; N.Y.C. Office: CI: 5-6374)
Manager: Milton Schlossberg
Convention Season: June, July, Aug., Sept.
Largest Group Accommodated: 700 (400 rooms, 10 suites)
Convention Rates: Single: 17.00-20.00; Double: 34.00-36.00; Suites: 38.00-48.00, American
No. Mtg. Rms. & Capacity of Largest: 7 (800)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.00-6.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, film projectors
Stage: Available
Sports Facilities: Golf, swimming pool, Tennis, badminton, horseshoes, fishing, boating, ping pong, softball

HARTFORD

Railroads: N.Y., N.H. & H.
Airlines: AAL, EAL, NEA, TWA, UAL

Hotel Bond

338 Asylum St. (Phone CHapel 7-3231)
 Manager: G. R. Davies
 Sales Manager: Arthur Hewson
 Convention Season: All year
 Largest Group Accommodated: 300 (200 rooms, 5 suites available)
 Air Conditioning: 10 small banquet rooms, 100 bedrooms
 Convention Rates: Single: 5.00-8.50; Double: 7.50-13.00; Suites: 17.50-31.50, European
 No. Mtg. Rms. & Capacity of Largest: 12 (350)
 No. Banquet Rms. & Capacity of Largest: 14 (350)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.25
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 7.50 to 150.00
 Charges for Exhibit Areas: 7.50 to 150.00
 Net Exhibit Space: 12,285 sq. ft.
 Audio-Visual Aids: PA system, movie screen
 Stage: Available

Hotel Statler Hilton (HSMA)

See Advertisement, Page 33

10 Ford St. (Phone: CHapel 9-5611)
 Manager: F. P. Morse
 Sales Manager: Charles J. Justice
 Convention Season: All year
 Largest Group Accommodated: 600 (300 rooms, 30 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 7.50-11.00; Double: 12.00-14.50; Twins: 15.00-17.00; Suites: 25.00-41.00
 No. Mtg. Rms. & Capacity of Largest: 14 (1,000)
 No. Banquet Rms. & Capacity of Largest: 14 (850)
 Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.25
 Liquor: Served in hotel
 Net Exhibit Space: 6,000 sq. ft. one floor
 Audio-Visual Aids: PA system, spotlights
 Sports Facilities: Golf nearby

MOODUS

Railroads: N.Y., N.H. H

Banner Lodge

(Phone: TRiangle 3-8652)
 Manager: Jack Banner
 Sales Manager: Irving Levowitz
 Convention Season: May 28-Sept. 15
 Largest Group Accommodated: 400 (200 rooms available)
 Convention Rates: 15.00 per day plus 15% for tax and gratuities
 No. Mtg. Rms. & Capacity of Largest: 2 (600)
 No. Banquet Rms. & Capacity of Largest: 1 (600)
 Group Meal Rates: Lunch: 3.50; Dinner: 5.00
 Liquor: Available locally
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 3,000 sq. ft. on one floor
 Audio-Visual Aids: Slide and motion picture projectors, PA system, spotlights
 Stage: Yes
 Sports Facilities: Swimming pool, 2 softball diamonds, 8 clay tennis courts, volleyball courts, handball courts, golf driving range, archery range, private lake, boating and water skaters, basketball court, golf

NEW HAVEN

Railroads: N.Y., N.H. & H.
 Airlines: AAL, EAL

AUDITORIUM

New Haven Arena

26 Grove St. (LOcust 2-3123)
 Manager: Nathan Podoloff

Exhibit Areas: Main floor, 16,000 sq. ft.; mezzanine, 4,000 sq. ft.
 Rental Fees and Services: Depends on event
 Floor Load: 250 lbs. per sq. ft., main floor; 100 lbs. per sq. ft. mezzanine
 Ventilation: Exhaust fans
 Ceiling Height: 35 ft.
 P. A. Systems: Altec
 Dimension Opening to Exhibit Hall: 12 ft. 9 in. by 12 ft. 5 in.
 Columns: None
 Utilities: 110-220 single and 3-phase current
 Loading Facilities: Loading platforms, forklift equipment
 Storage Areas: 10,000 sq. ft. adjacent
 Meeting Rooms and Capacities: Ten rooms, up to 50 each

Facilities for Food Functions and Banquet
 Capacity: Caterers can serve up to 1,500
 Parking Facilities: Garage in building, nearby lots
 Distance from Business District: Three blocks

Taft Hotel

81 College St. (Phone: State 7-1121)
 Manager: William P. Diamond
 Convention Season: All year
 Largest Group Accommodated: 500 (250 rooms, 6 suites available)
 Air Conditioning: Banquets and meeting rooms
 Convention Rates: Single: 5.00-8.50; Double: 10.00-13.00; Suites: 20.00-25.00, European
 No. Mtg. Rms. & Capacity of Largest: 7 (500)
 No. Banquet Rms. & Capacity of Largest: 7 (500)
 Group Meal Rates: Breakfast: from 1.75; Lunch: from 2.50; Dinner: from 3.00
 Liquor: Served in hotel

Charges for Mtg. Rms.: 10.00 up
 Net Exhibit Space: 2,500 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports facilities: Swimming, golf, boating

NEW LONDON

Railroads: N.U., N.H. & H.; Cent. Vt.
 Airlines: NEA

Mohican Hotel

281 State St. (Phone: Gibson 3-4341)
 Manager: E. T. Lemonis
 Convention Season: All year
 Largest Group Accommodated: 350 (200 rooms, 20 suite available)

INSURE THE SUCCESS OF YOUR NEXT CONVENTION



at the

Griswold
 HOTEL AND COUNTRY CLUB
 on the breeze-kissed Sound, Eastern Point, Groton, Conn.

HAVE MORE FUN—GET MORE DONE

New England's famous resort... the ideal choice for your next sales meeting or convention. Outstanding accommodations, with special rates, between June 1 and September 15, for groups of 10 to 700.

All yours... lovely surroundings, luxurious atmosphere in our meeting rooms, banquet hall, new Coffee Shop, Cocktail Lounge and famed Cinderella Room.

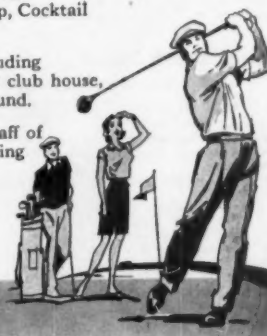
Unsurpassed sports and recreational facilities, including our famous 18 hole Shennecosset Golf Course and club house, Olympic pool, tennis courts and children's playground.

You'll never forget the thoughtful service of our staff of convention experts... so all-important in guaranteeing a smooth running, successful convention!

Call or write for
 Color Brochure
 and Rates.



GRISWOLD HOTEL, GROTON, CONN. — Hilltop 5-9701
 WILLIAM F. WADE, JR., Managing Director



STAMFORD, CONN. THE Roger Smith HOTEL

offers inviting accommodations for your
 Sales Meetings and small Conventions

- opposite a park, city center around the corner
- 4 meeting rooms, up to 120 capacity
- 4 banquet rooms, up to 90 capacity
- Cafe Caprice, Parisian cocktail lounge
- air-conditioned dining room
- air-conditioned guest rooms available
- exceptional cuisine
- courteous, trained staff
- complete cooperation on last minute changes

For information address hotel or Roger Smith
 Hotels Corp., 106 7th Ave., New York 11



CONNECTICUT

New London continued

Air Conditioning: Banquet rooms
 Convention Rates: Single: 3.50-6.00; Double: 6.50-12.00; Suites: 12.00-15.00, European
 No. Mtg. Rms. & Capacity of Largest: 4 (275)
 No. Banquet Rms. & Capacity of Largest: 4 (275)
 Group Meal Rates: Breakfast: .75; Lunch: 1.25;
 Dinner: 1.75
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 10.00 to 100.00
 Charges for Exhibit Areas: 10.00 to 100.00
 Net Exhibit Space: 3,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Small platform

NORWALK

Treadway Inn

See Advertisement, Pages 30, 31

(Phone: TEmple 8-5531)
 Manager: Francis Power, Jr.
 Sales Manager: David Treadway
 Convention Season: All year
 Largest Group Accommodated: 150 (75 rooms available)
 Air Conditioning: Bedrooms, banquet halls
 Convention Rates: Single: 8.00; Double: 15.00.
 Special group rates on request
 No. Mtg. Rms. & Capacity of Largest: 3 (225)
 No. Banquet Rms.: 3
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.00;
 Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 2,250 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 16mm projector, 8mm movie projector, 35mm slide projector

STAMFORD

Railroads: N.Y., N.J. & H.
 Airlines: N. Y. Airways 'copter

Roger Smith Hotel

See Advertisement, Page 61

55 River Street (Phone: DAvis 3-2112)
 Manager: Frank Foley
 Convention Season: All year
 Largest Group Accommodated: 200 (135 rooms available)
 Air Conditioning: Banquet halls and some bedrooms
 Convention Rates: Single: 7 to 10.50; Double: 10.00 to 13.50, European
 No. Mtg. Rms. & Capacity of Largest: 4 (120)
 No. Banquet Rms. & Capacity of Largest: 4 (90)
 Liquor: Yes
 Charges for Mtg. Rms.: Available on request
 Charges for Exhibit Areas: Available on request

WATERBURY

Railroads: N.Y., N.J. & H.

Roger Smith Hotel

See Advertisement, Page 62

30 W. Main St. (Phone: PL 3-2161)
 Manager: Vincent Gerardi
 Convention Season: All year
 Largest Group Accommodated: 200 (160 rooms, no suites available)
 Air Conditioning: Smaller banquet and meeting rooms, one-third bedrooms
 Convention Rates: Single: 4.00-8.00; Double: 6.75-11.00, European
 No. Mtg. Rms. & Capacity of Largest: 9 (400)
 No. Banquet Rms. & Capacity of Largest: 9 (325)
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.00;
 Dinner: 2.75
 Liquor: Served in hotel
 Charges for Mtg. Rms.: Vary
 Charges for Exhibit Areas: Vary
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Golf one mile

DELAWARE

WILMINGTON

Railroads: Balt. & Ohio; Penna.; Reading
 Airlines: AAA, AAL, EAL

Hotel DuPont (HSMA)

11th & Market Sts. (Phone: 6-8121)

Manager: J. D. LaMothe
 Sales Manager: F. H. Colbourn, Jr.
 Convention Season: All year
 Largest Group Accommodated: 400 (250 rooms and 8 suites available)
 Air Conditioning: Bedrooms, meeting rooms, banquet halls
 Convention Rates: Single: 9.00-11.00; Double: 12.00-21.00; Suites: 30.00 to 35.00, European
 No. Mtg. Rms. & Capacity of Largest: 11 (1,250)
 No. Banquet Rms. & Capacity of Largest: 10 (1,250)
 Rates for Meals: Breakfast: 2.50; Lunch: 3.00;
 Dinner: 4.00
 Liquor: Served in hotel
 Air Conditioning: Banquet and meeting rooms, suites and large twins
 Charges for Mtg. Rms.: 3.00 to 125.00
 Charges for Exhibit Areas: 3.00 to 125.00
 Net Exhibit Space: 7,800 sq. ft.
 Audio-Visual Aids: Sound projector, screen, PA system, spotlights, 8mm & 16mm projectors
 Stage: Yes

DISTRICT OF COLUMBIA

WASHINGTON

Railroads: Penna.; Balt. & Ohio; Ches. & Ohio
 R.F. & P.; So. Ry.
 Airlines: AAA, AAL, BNF, CAP, DAL, EAL, NAL, NEA, NWA, PAA, PAI, TWA, UAL

CONVENTION BUREAU

Greater National Capital Committee
 1614 K St., N.W. (6)
 Clarence A. Aresta, Manager

AUDITORIUM

National Guard Armory

See Advertisement, Page 13

2001 East Capitol St. (Lincoln 7-9077)
 Manager: Arthur J. Bergman
 Exhibit Areas: Main floor 78,000 sq. ft.; Lower-level 65,000 sq. ft.
 Rental Fees and Services: Commercial, \$1,000 per day, \$5,000 per week; trade shows, \$.15 per sq. ft. for exhibit area; services extra.
 Floor Load: 400 lbs. per sq. ft.
 Ventilation: 24-48 in. exhaust fans
 Ceiling Height: 95 ft. P. A. System: Available
 Dimensions, Opening to Exhibit Hall: 16 ft. by 16 ft.
 Columns: None
 Utilities: 208 and 120 single and 3-phase AC steam, gas water, air and drain lines
 Loading Facilities: Drive in and outside loading dock
 Storage Areas: Basement 7,000 sq. ft.
 Meeting Rooms and Capacities: 24, 100 persons, 3, 150 persons; 2, 300 persons; 3, 500 persons; 2, 1,750 persons
 Facilities for Food Functions and Banquet Capacity: Facilities for banquets up to 5,000
 Parking Facilities: 1,500 cars
 Distance from Business District: Three miles

Uline Arena

3rd & M Sts., N.W. (Phone LI 7-5800)
 Manager: Paul B. Rothgeb
 Exhibit Areas: 20,000 sq. ft.
 Rental Fees and Services: \$750 per show, plus expenses
 Floor Load: Unlimited
 Ceiling Height: 40 ft.
 PA System: Yes

in WASHINGTON, D.C.

YOUR GROUP GETS



WHEN YOU MEET AT THE

Manger Annapolis

One of Washington's most modern hotels, completely air-conditioned, with function rooms for 300 persons. Contact James C. Bowen, The Manger Annapolis, 11th to 12th St. on H St., N. W. Phone: National 8-9920, Teletype: WA-260.

Manger Hamilton

In one of the Capital's best locations, with air-conditioned banquet facilities for 300. Contact Patrick J. Duffy, The Manger Hamilton, 14th at K St., N. W. Phone: District 7-2580, Teletype: WA-260.

Manger Hay-Adams

Facing the White House, one of the nation's finest hotels, completely air-conditioned, with meeting room for 30. Contact Marshall Jones, Mgr., 16th at H St., N.W. Phone: MEtropolitan 8-2260, Teletype WA-260.

WATERBURY, CONN.
THE Roger Smith
 for the most satisfactory Sales Meetings and Conventions

- one of New England's most famous hotels
- 11 meeting rooms—capacity up to 400
- air-conditioned dining room and cocktail lounge
- 11 banquet rooms—capacity up to 325
- air-conditioned guest rooms available
- excellent food & service
- courteous, trained staff
- complete cooperation on last minute changes

Vincent E. Gerardi, Mgr.
 For information address hotel or Roger Smith Hotels Corp., 166 7th Ave., New York 11

You get more out of your ticket on a Capital V.I.P. Flight



- Champagne
- Jet-powered Viscount
- Flowers for the ladies
- Filet mignon
- No wait for luggage
- "Dictet" tape recorder

Serving New York, Chicago, Detroit, Washington, The Twin Cities, Atlanta, Birmingham, Philadelphia, Knoxville, Memphis.

JET-POWERED BY ROLLS ROYCE



GOING TO BALTIMORE- WASHINGTON? MAKE A DATE WITH THE "8"

Newest, quietest, roomiest of all.
United Air Lines DC-8 Jet Mainliner®
is the *best of the jets*. Fly it soon.

For convention and post-convention tour planning, call or write:
M. M. Mathews, Mgr., Convention Sales, 36 S. Wabash, Chicago 3, Ill.



Washington's most convenient
meeting place...

with every modern facility for a conference or a convention.

Completely air-conditioned—spacious ballrooms, 11 additional meeting rooms, attractive dining facilities. Capacity 20 to 1200. Write for complete convention information.

the Willard, Washington, D. C.

"The Residence of Presidents"

14th Street & Pennsylvania Avenue, N.W.
Telephone: National 8-4420 • Teletype WA732

DISTRICT OF COLUMBIA

continued

Dimensions, Opening to Exhibit Hall: 50 ft. by 15 ft.
Columns: None
Loading Facilities: Trucks can drive into building; railroad siding next door
Storage Areas: Under Arena seating
Meeting Rooms and Capacities: 14 rooms, up to 50 people
Facilities for Food Functions: Banquet for 1,500
Distance from Business District: 1/2 mile

Manger Annapolis Hotel (HSMA)

See Advertisement, Page 62

11th & H Sts. (Phone: National 8-9220; Telegraph: WA260)

Manager: James C. Bowen
Sales Manager: H. Howard
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Air Conditioning: Entire Hotel
Convention Rates: Single: 5.50-9.50; Double: 9.50-14.00; Suites: 18.50-22.50, European.
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Net Exhibit Space: 2,352 sq. ft. on one floor
Audio-Visual Aids: PA system

Manger Hamilton Hotel (HSMA)

See Advertisement, Page 62

14th St. & K Sts. (Phone: District 7-2580; Telegraph: WA 260-Hamilton)

Manager: Patrick J. Duffy
Sales Manager: Robert O'Brien
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single 6.00-11.00; Double: 12.50-15.50; Suites: 30.00-35.00, European.
No. Mtg. Rms. & Capacity of Largest: 3 (260)
No. Banquet Rms. & Capacity of Largest: 3 (260)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.75
Liquor: Served in hotel
Net Exhibit Space: 1,900 sq. ft. on one floor
Audio-Visual Aids: PA system

Marriott Motor Hotel (HSMA)

Twin Bridges on U.S. 1 (Phone: National 8-4200; Telegraph: ARL 991)

Manager: Jack Kloss
Convention Season: All year
Largest Group Accommodated: 1000 (350 rooms, 10 suites available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00.

Liquor: Wine and beer served.
Net Exhibit Space: 6,500 sq. ft. on three floors
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool, ice rink, golf nearby

The Mayflower Hotel (HSMA)

Connecticut and DeSales St. N.W. (Phone: District 7-3000, Tel.: WA 359)

Manager: C. J. Meck
Sales Manager: Herschel E. Bennett
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-19.50; Double: 13.00-21.00; Suites: 28.00-45.00, European
No. Mtg. Rms. & Capacity of Largest: 16 (1,500)
No. Banquet Rms. & Capacity of Largest: 16 (1,064)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.25; Dinner: 5.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends on size of convention
Charges for Exhibit Areas: Depends on size of convention
Net Exhibit Space: 80,000 sq. ft.
Audio-Visual Aids: PA system, spotlight, blackboards, bulletin boards, movie screens
Stage: Available

The Raleigh Hotel

12th & Penn Ave. (Phone: National 8-3810)

Manager: Harry P. Galloway
Convention Season: All year
Largest Group Accommodated: (300 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single 6.50-12.00; Double: 13.00-16.00; Suites: 25.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (325)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, screens
Stage: Available
Hotel Representative: Ruth Bedrossian (see pg. 29)

Roosevelt Hotel

2101 16th St. N.W. (Phone: DE 2-0800)

Manager: Rudi E. Sidler
Convention Season: All year
Convention Season: All year
Largest Group Accommodated: 752 (376 rooms, 87 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single 8.00-12.00; Double: 12.00-18.00; Suites: 20.00-36.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 3.50
Liquor: Served in hotel
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Roger Smith Hotel

See Advertisement, Page 64

Penn. Ave. at 18th St., N.W. (Phone: National 8-2740)

WASHINGTON, D. C.

THE Roger Smith HOTEL

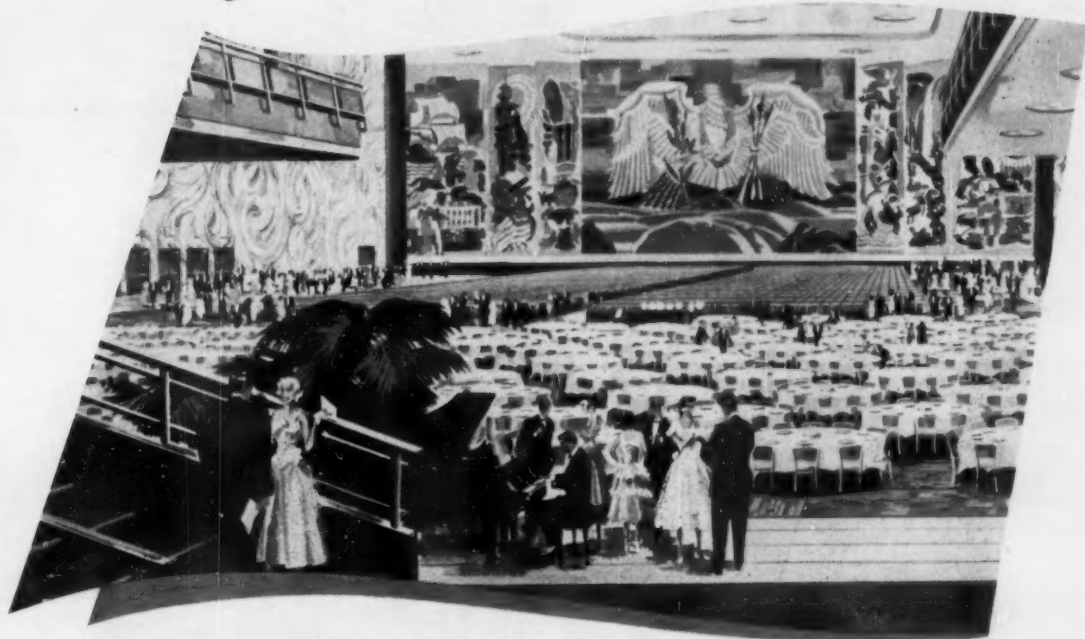
makes Sales Meetings and Conventions successful events

✓ delicious food, courteous service
✓ 2 blocks from the White House
✓ 7 meeting rooms, capacity up to 175
✓ 7 banquet rooms, capacity up to 150
✓ Cafe Caprice, Starlight Roof, Steak House

✓ air-conditioned guest rooms
✓ charming air-conditioned dining room
✓ courteous, well trained staff
✓ complete cooperation on last minute changes
✓ PA system—stage—spotlight

John G. Sinclair, Mgr.
For information address hotel or Roger Smith Hotels Corp., 106 7th Ave., New York 11

*the Convention
they'll talk about for years!*



SHERATON HALL

Largest ballroom in Washington's largest hotel

Every detail of the Sheraton-Park Hotel contributes to the one big effect you want . . . a successful, stimulating, result-getting sales meeting or banquet!

Sheraton Hall, the Sheraton-Park's new ballroom, can accommodate 2,000 for dinner or 3,000 for a meeting. The acoustics are perfect, closed circuit TV facilities are available, and there are 16,000 sq. ft. of exhibit space directly below the ballroom connected by an escalator. Seven additional function rooms accommodate from 50 to 400 people.

Between meetings, your members can enjoy all the relaxing pleasures of a resort hotel. The Sheraton-Park's 16 landscaped acres include an outdoor swimming pool, four tennis courts and a private train to take your guests around the grounds. All 1,200 rooms are air conditioned and have radio and TV. Three fine restaurants offer excellent dining at reasonable prices . . . there are also two delightful cocktail lounges for meeting and entertaining your associates. And you and your members are only ten minutes from the heart of the nation's Capital, in downtown Washington.

The Sheraton-Park has years of experience in producing successful conventions. You can count on efficient service and excellent facilities!

George D. Johnson, General Manager • Lewis M. Sherer, Jr., Sales Manager • Phone: Columbia 5-2000 • Teletype No. WA-75

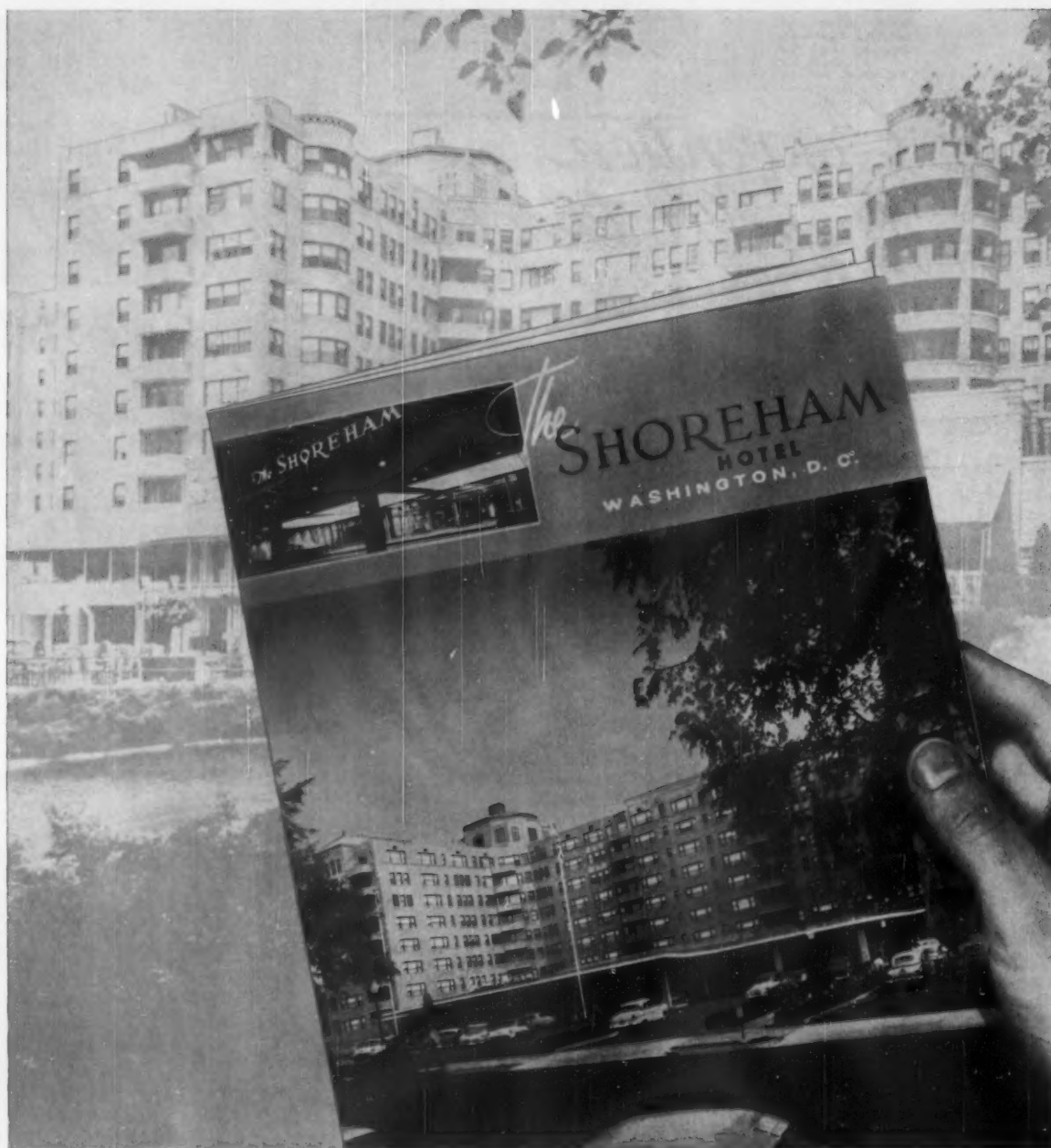
SHERATON • PARK HOTEL 2650 Connecticut Avenue, N. W., Washington, D. C.

... And coming soon ...

Completely NEW

**Medium-sized
Ballroom**

- ★ Opening early 1960
- ★ Seating 875 for banquets
- ★ 1200 for meetings
- ★ Parking for 300 cars



NEW FOR CONVENTION PLANNERS

BEAUTIFUL FULL-COLOR BOOKLET • SEND FOR YOUR COPY TODAY

You'll want this booklet to help you plan your next convention or sales meeting. Contains 12 pages of full-color photographs of the Shoreham's meeting rooms, banquet rooms, restaurants and guest rooms . . . and a floor plan of Washington's finest convention facilities.

For your copy, write Mr. John E. McMurtagh at the Shoreham, or phone our representatives, Leonard Hicks, Jr. and Associates, Inc., in these cities: New York, MU 8-0123 — Chicago, MO 4-5100 — Detroit, WO 2-2700.

The Shoreham Hotel

Connecticut Avenue at Calvert, Washington, D. C.

John E. McMurtagh, Sales Manager

DISTRICT OF COLUMBIA

continued

Manager: John G. Sinclair
Sales Manager: Schuyler S. Bentley
Convention Season: All year
Largest Group Accommodated: 400 (214 rooms available)

Air Conditioning: Banquet halls and 150 bedrooms
Convention Rates: Single: 6.00-11.00; Double: 9.00 to 15.00; Suites: 16.00-22.00
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.00
Liquor: Yes
Charges for Mtg. Rms.: 20.00-70.00
Charges for Exhibit Areas: Available on request
Audio-Visual Aids: PA system, spotlights

Sheraton-Carlton (HSMA)

See Advertisement, Page 11

923 16th St. N.W. (Phone: Metropolitan 8-2626)
Manager: Edmond A. Rieder
Sales Manager: Mary Stuart Price
Convention Season: All year
Largest Group Accommodated: 100
Air Conditioning: Entire hotel
Convention Rates: Single: 13.50-20.50; Double: 18.50-24.50; Suites: 37.00-60.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (200)
Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights

Sheraton-Park Hotel (HSMA)

See Advertisement, Page 65

2640 Woodley Rd. (Phone: Columbia 5-2000)
Manager: George D. Johnson
Sales Manager: Lewis M. Sherer, Jr.
Convention Season: All year
Largest Group Accommodated: 1,100 (525 rooms, 75 suites available)
Air Conditioning: Entire Hotel
Convention Rates: Single: 9.85-16.00; Double: 13.85-20.00; Suites: 19.00-65.00, European, Special rates in July and August
No. Mtg. Rms. & Capacity of Largest: 8 (3,000)
No. Banquet Rms. & Capacity of Largest: 8 (2,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 500.00 daily
Net Exhibit Space: 19,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, tennis, golf

The Shoreham Hotel and Motor Inn (HSMA)

See Advertisement, Page 66

2500 Calvert St. (Phone: Adams 4-0700)
Resident Manager: Philip A. Hollywood
Sales Manager: John McMurtagh
Convention Season: All year
Largest Group Accommodated: 1,200 (525 rooms, 75 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-13.00; Double: 14.00-17.00; Suites: 25.00-75.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (700)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Charges Exhibit Areas: Percent of income
Audio-Visual Aids: PA system, spotlights
Stage: Yes (25'x15')
Sports Facilities: Golf, tennis, riding nearby and swimming pool
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Statler Hilton Hotel (HSMA)

See Advertisement, Page 33

16th & "K" Sts. N.W. (Phone: EX 3-1000)
Manager: Herbert C. Blunck
Sales Manager: James W. Fauquier
Convention Season: All year
Largest Group Accommodated: 1,100 (650 rooms, 25 suites available)

Air Conditioning: Entire hotel
Convention Rates: Single 9.00-24.00; Double: 14.00-24.00; Suites: 39.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 13 (1,000)
No. Banquet Rms. & Capacity of Largest: 13 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50
Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 600.00
Charges for Exhibit Areas: 100.00 to 500.00
Net Exhibit Space: 32,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Washington Hotel (HSMA)

15th St. & Pennsylvania Ave. N.W. (Phone: Metropolitan 8-5900)
Manager: Rayburn Miller
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.25-11.75; Double: 13.00-16.50; Suites: 24.00-44.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (650)
No. Banquet Rms. & Capacity of Largest: 6 (650)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 450.00
Charges for Exhibit Areas: 15.00 to 450.00
Net Exhibit Space: 7,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Hotel Representative: Utell International (see pg. 29)

The Willard (HSMA)

See Advertisement, Page 64

14th St. & Penna. Ave. N.W. (Phone: National 8-4420)
Manager: Charles L. Ornstein
Sales Manager: Howard M. Jacobs
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-12.50; Double: 14.00-18.00; Suites: 25.00 and 40.00, European

No. Mtg. Rms. & Capacity of Largest: 14 (1,400)
No. Banquet Rms. & Capacity of Largest: 14 (900)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends on size of convention
Charges for Exhibit Areas: Depends on size of convention
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Portable
Hotel Representatives: Howard Dugan Associates, William P. Wolfe Organization (see pg. 29)

FLORIDA

BELLEAIR

Railroads: A.C.L.; S.A.L.
Airlines: Served through St. Petersburg

Bellevue Biltmore (HSMA)

See Advertisement, Page 67

Bellevue (Phone: Clearwater 3-2331)
Manager: Donald E. Church
Sales Manager: John J. Schantz
Convention Season: Jan. and from Mar. 20 to late April
Largest Group Accommodated: 600 (375 rooms, 15 suites available)
Air Conditioning: Meeting rooms
Convention Rates: Single: 21.00; Double: 34.00; Suites: 18.00 added to bedroom rate, American
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 3 (750)
Group Meal Rates: Breakfast: 2.00; Lunch: 4.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None



The new Starlight Room, comfortably seating 600, has been acclaimed the most completely planned and versatile meeting room in the Southeast.

BELLEAIR, CLEARWATER, FLORIDA

More than the extensive convention facilities and ideal physical layout, it's the friendly spirit and old-fashioned hospitality that attract so many groups and conventions to the Bellevue-Biltmore. Cheerful, efficient service from the moment you step across the threshold. Accommodations for groups up to 600. 36 holes of championship golf on the grounds. Complete Resort Facilities.

Groups from the following companies were recently entertained at The Bellevue: Travelers Ins. Co., New York Life, John Hancock Life, Textile Bag Assn., Nat'l. Lumber Mfg. Assn., Waxed Paper Inst., Inc., Chemical Spec. Mfg. Assn., Northwestern Mutual Life, Aetna Life, Manufacturers Life, Mass. Mutual Life, and American Inst. of C.P.A.'s.



DON CHURCH, Manager

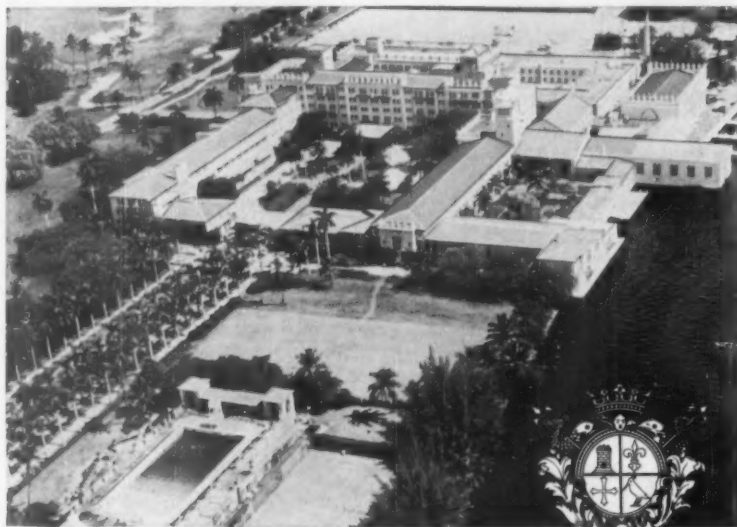
FLORIDA

Belleaire continued

Audio-Visual Aids: PA system, spotlight, 35mm and 16mm projectors
 Stage: Available
 Sports Facilities: Golf, tennis, private beach, private pool, shuffleboard, putting green
 Charges for Exhibit Areas: Only for extra electrical outlets & other equipment
 Hotel Representative: Robert F. Warner Inc. (see pg. 29)

BOCA GRANDE

Railroads: SAL



When Meetings Are Over
 They'll Never Want to Leave the

Boca Raton HOTEL and CLUB

The famous and luxurious Boca Raton Hotel and Club is the convention manager's dream . . . for it combines excellent accommodations for groups up to 700 and is so complete in every detail that nobody wants to leave the premises.

MEETING ROOMS of every size, exhibit facilities, theatre with huge stage and screen, public-address equipment, projectors, air conditioning, expert convention staff . . . all you need to assure top efficiency and comfort while conducting your staff or business meetings.

CHAMPIONSHIP GOLF. Slammin' Sam Snead is your winter floss pro at our beautiful 18 hole golf course. A 9 hole pitch 'n putt course is a big favorite too, along with our four new tennis courts, two olympic swimming pools, Cabana Club and a mile-long private beach. Gulf Stream fishing is but minutes away.

SUPREME CUISINE in our beautifully appointed dining rooms, with dancing and entertainment nightly pampers your members . . . makes off-premises attractions unattractive by comparison. Limousine pick-up service from Palm Beach, Ft. Lauderdale and Miami airports is easily arranged.

For available dates: I. N. Parrish, Convention Manager, Dept. 22.

BOCA RATON HOTEL and CLUB • Boca Raton, Florida
 Arvida Hotels, Inc., Stuart L. Moore, Vice President and Managing Director
 National Representative: **ROBERT F. WARNER, Inc.**
 Offices in New York, Chicago, Washington, Boston, Toronto

Boca Raton Hotel and Club (HSMA)

See Advertisement, Page 68

(Phone: Boca 5411)
 Manager: Robert B. Leggett
 Sales Manager: I. N. Parrish
 Convention Season: October to May
 Largest Group Accommodated: 700 (372 rooms, 28 suites available)
 Air Conditioning: All banquet and meeting rooms and 200 guest rooms
 Convention Rates: Single: 25.00; Double: 40.00;
 Parlor: 25.00 (Peak season slightly higher)
 American
 No. Mtg. Rms. & Capacity of Largest: 9 (700)
 No. Banquet Rms. & Capacity of Largest: 6 (650)
 Group Meal Rates: Breakfast: 2.00; Lunch: 3.00;
 Dinner: 5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: 10% of Gross
 Net Exhibit Space: 10,793 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlight, 35mm,

16mm and slide projector, blackboard, podiums
 Stage: Yes (36'x8')
 Sports Facilities: Golf, tennis, swimming, shuffleboard, bowling-on-the-green, archery, croquet, water skiing, polo, deep sea fishing
 Hotel Representative: Robert F. Warner Inc. (see pg. 29)

CLEARWATER

Railroads: Atlantic Coast Line; Seaboard
 Airlines: DAL, EAL, Mackey, NAL, NEA, NWA, TCA

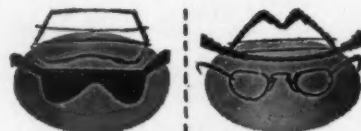
CONVENTION BUREAU

Clearwater Convention Bureau
 R. L. Hendershott, Director

AUDITORIUM

Municipal Auditorium

Pierce & Cleveland Sts. (Phone: 3-1241)
 Manager: Edward Moore
 Exhibit Areas: 10,080 sq. ft., 800 sq. ft., 400 sq. ft., 800 sq. ft., 400 sq. ft.
 Rental Fees and Services: \$150 per day includes light, heat and power
 Floor Load: 50 tons
 Ventilation: Air-conditioned
 Ceiling Height: 50 ft.
 P. A. System: Available
 Dimensions, Opening to Exhibit Hall: 7 ft. by 20 ft., 8 ft. by 8 ft.
 Columns: None
 Utilities: AC 110-220, gas water
 Loading Facilities: Platform in rear, ground entrance in front
 Storage Areas: 400 sq. ft.
 Meeting Rooms and Capacities: One, 1,200; two, 100 and 150
 Facilities for Food Functions and Banquet
 Capacities: Can handle banquet for 1,000
 Parking Facilities: 600-car lot
 Distance from Business District: Two blocks



PLEASNESS*

*Combining PLEASure with busiNESS!

Combine convention business with gay resort life . . . put enthusiasm into each delegate, each group meeting.

From the delegate's viewpoint—the Daytona Beach Resort Area offers recreation . . . sports . . . attractions . . . entertainment and a pleasing change of pace that naturally builds enthusiasm.

From your point of view—excellent auditorium space (2700 seats) . . . impressive exhibit areas . . . over 20,000 rooms . . . friendly atmosphere to work in . . . gentle prices and strong convention committee assistance.

This 2-way point of view adds up to—PLEASNESS (combining PLEASure with busiNESS . . . your pre-convention guarantee of success.

ORMOND BEACH • HOLLY HILL • S. DAYTONA • FORT ORANGE

DAYTONA BEACH RESORT AREA

Write
 CONVENTION COMMITTEE
 CHAMBER OF COMMERCE
 DAYTONA BEACH, FLORIDA

Ft. Harrison Hotel (HSMA)

S. Fort Harrison (Phone: 3-5061)
Manager: Edward Hunt
Sales Manager: Warren D. Lewis, Jr.
Convention Season: All year
Largest Group Accommodated: 500 (225 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-8.00; Double: 9.00-12.00; Suites: 19.00-34.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (750)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, 16mm film projector, slide projector
Stage: Available
Sports Facilities: Golf, swimming, tennis, shuffleboard, fishing
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

DAYTONA BEACH

Railroads: F.E.C.
Airlines: EAL, NAL

CONVENTION BUREAU

Daytona Beach Convention Bureau
533 Seabreeze Blvd.

AUDITORIUM

Peabody Auditorium

Box 3397 Peninsula Station (Phone 2-1441)
Manager: William P. Schueler
Exhibit Areas: Social Hall, 2,580 sq. ft.; lobby, 3,480 sq. ft.; stage, 3,920 sq. ft.
Rental Fees and Services: \$300; janitor service, heat or air conditioning
Floor Load: Unlimited Ventilation: Air conditioned
Ceiling Height: 13 ft.
P. A. System: Specially built Stromberg & Altec Dimensions, Opening to Exhibit Hall: 8 ft.
Columns: Two in lobby
Utilities: AC current
Location, Size of Storage Area: 30'x60' room on east side
No. of Meeting Rms. & Capacities: Social hall, 360; stage and lobby can be used for meetings
Parking Facilities: Limited

Daytona Plaza Hotel (HSMA)

See Advertisement, Page 69

600 N. Atlantic Ave. (Phone: Clinton 2-4711; Telegraph: F.B.H.)
Manager: John E. Leonard
Sales Manager: John L. Hitzel
Convention Season: All year except Feb. and Mar.
Largest Group Accommodated: 400 (200 rooms, 25 suites available)
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Convention Rates: Single: 12.00; Double: 22.00; Suites: 34.00, American (European: \$7.00 single to \$10.00 double)
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 50,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Available
Sports Facilities: Pitch & putt course, 2 pools, shuffleboard, fishing, tennis, golf

Ellenor Village

626 S. Atlantic Ave. (Phone: OR 7-0661)
Manager: E. B. McFarland
Sales Manager: Bob Sloan
Convention Season: All year except Feb., Mar., July
Largest Group Accommodated: 600 (300 rooms)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 6.00-14.00; Double: 5.00-7.00; Suites: 10.00-14.00, European
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None
Net Exhibit Space: 2,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm sound film projector
Stage: Available
Sports Facilities: Golf, swimming pool, tennis, shuffleboard, fishing, beach

Princess Issena Hotel

See Advertisement, Page 69

401 Seabreeze Blvd. (Phone: 7601)
General Manager: John E. Leonard
Sales Manager: John L. Hitzel
Convention Season: Apr., to Dec.
Largest Group Accommodated: 500 (200 rooms and six suites available)
Convention Rates: Single: 4.00 to 6.00; Double: 7.00 to 9.00; Suites: 12.00 to 15.00, European. (Add 6.00 per person for American.)
No. Mtg. Rm. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (700)
Rates for Meals: Breakfast: from .50; Lunch: from 1.00; Dinner: from 2.25
Liquor: Served in hotel
Air Conditioning: Banquet, meeting rooms, 75% bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: 16mm projector with sound, PA system, spotlights
Stage: 30' x 20'
Sports Facilities: Pitch 'n putt, tennis, swimming, badminton

Riviera Hotel

U.S. Route 1 (Phone: OR 7-0171)
Manager: R. J. Lawrence
Sales Manager: C. Angier
Convention Season: All year
Largest Group Accommodated: 250 (60 rooms and 5 suites available)
Convention Rates: Single: 4.00-6.00; Double: 6.00-8.00; Suites: 10.00-12.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: .40 to 1.00; Lunch: 1.00 to 1.50; Dinner: 1.75 to 3.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: No charge if hotel is convention headquarters
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golf, tennis

FORT LAUDERDALE

Railroads: F.E.C.; S.A.L.
Airlines: EAL, Mackey, NAL, NEA

AUDITORIUM

War Memorial Auditorium

Holiday Park-N.E. 8th St. (Phone: Jackson 3-2221)
Manager: William J. Eastman
Exhibit Areas and Square Footage of Each: 20,000 sq. ft. Main floor 12,000; side terrace about 8,000
Rental Fees and Services Included in Rent: In and out \$150.00 per day—when show is open to public \$300.00 per day plus whatever expenses you create. A charge is made for removing and replacing certain sections of ramps and seat ranging from \$50.00 to \$450.00 depending on space required.
Floor Load: Unlimited Ventilation: Fans. Will be air conditioned by May 1960
Ceiling Height: 39' P.A. System: Altec
Dimensions, Opening to Exhibit Hall: 16' x 16'
Columns, Location and Dimensions: None
Current and Utilities Available: 1,200 Amps 110v/220v 3 phase
Loading Facilities: Stage door truck height
Location, Size of Storage Areas: Limited when seats and ramps are out
Number of Meeting Rooms and Capacities: Private office facilities, two large chorus rooms approximately 50/60 capacity
Facilities for Food Functions: Caterer, banquet for 2,000
Distance from Business District: 2 miles
Parking Facilities: 1,000 cars, .25 charge

Galt Ocean Mile Hotel (HSMA)

See Advertisement, Page 70

Galt Ocean Blvd. (Phone: LOgan 4-9581)
Manager: Fred A. Muller

Sales Manager: David Seerles
Convention Season: All year, except Feb. and Mar.
Largest Group Accommodated: 500 (248 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-14.00; Double: 12.00-18.00; Suites: 30.00-48.00, European, Modified American or American available on request
No. Mtg. Rms. & Capacity of Largest: 6 (1,075)
No. Banquet Rms. & Capacity of Largest: 3 (850)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16 mm projectors
Stage: two available
Sports Facilities: Ocean bathing, salt water pool, golfing, boating, deep sea fishing, fresh water pool
Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

GAINESVILLE

Railroads: A.C.L.; S.A.L.
Airlines: EAL

Hotel Thomas

615 N.E. 2nd St. (Phone: FR: 2-9501)
Manager: Phillip E. Thomas
Sales Manager: Mary Hesters
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 4 suites available)
Air Conditioning: 3 banquet and meeting rooms, 75 bedrooms
Convention Rates: Single: 3.50-6.00; Double: 6.00-12.00; Suites: 15.00-20.00
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: .95; Lunch: not served; Dinner: \$3.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: Vary
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight

HUNTING A SITE?

Set your sights

on the
**DAYTONA
PLAZA**
or the
**PRINCESS
ISSENA**

...or both!

Each of these
Daytona
Beach
luxury hotels
can handle
up to 500 delegates
comfortably. Combined
convention facilities include
air-conditioning, banquet
rooms for 1000, three
swimming pools, beach
and cabana colony.

Large or small, your
meeting will be more
successful here.

Write for details.



Ideally located...

*Nothing comes between
you and the Atlantic*

**FORT LAUDERDALE'S
LARGEST OCEAN FRONT
CONVENTION HOTEL**

new **Galt
Ocean Mile
Hotel**



Complete convention facilities . . . audio-visual aids . . . Meeting rooms for any size group from committee to full convention . . . 250 rooms . . . For brochure and complete details, write Convention Dept., Galt Ocean Mile Hotel, Galt Ocean Drive, Fort Lauderdale, Fla.

Fred A. Muller, General Manager



NATIONAL  *airline of the stars*

**offers complete convention service
for these famous Gold Coast Cities . . .**

If you are convention bound to Florida this year,
fly National, the Airline with the new ideas. National,
first with jets in the U.S.A., offers luxurious Star
flights, the ultimate in service aloft, as well as,
deluxe Club Coach flights to all major Florida cities.

NATIONAL

*Now flies the only Pure Jet flights
between New York and Miami!
4 flights daily each way. Choice of
First Class Service or Club Coach.*

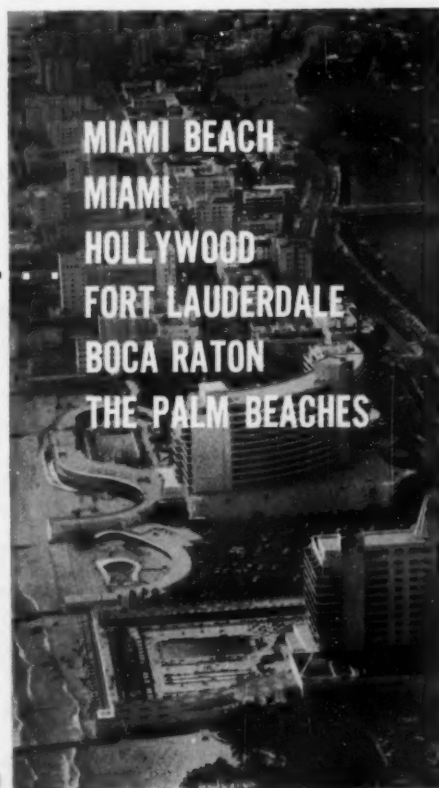
CHARTER FACILITIES!

To make your convention or
Sales Meeting complete in-
quire about NATIONAL's
Charter Program featuring
Lockheed Electras; DC-7's,
DC-7B's, DC-6's, DC-6B's.

for information contact:

Convention Manager, NATIONAL AIRLINES, INC. • P. O. Box NAL, Airport Facility • Miami 59, Florida

NATIONAL LEADS IN IDEAS THAT BENEFIT YOU



NOW ...A NEW CONVENTION AUDITORIUM AND VAST EXHIBIT HALL

ADDING 31,000 SQUARE FEET!



Now completed—an unparalleled incentive for you to hold your meetings at the Diplomat—a magnificent new meeting hall, encompassing 18,000 square feet . . . providing for your conferences unobstructed visual and audio reception for over 2,000 at meeting, 1,500 at banquet. PLUS—a spacious new exhibit hall beneath the auditorium, encompassing 13,000 square feet, easily accessible by ramp, and equipped with electrical, audio, and visual aid outlets. All this . . . plus even more parking space on premises . . . added to the already impressive facilities of the 400-acre Diplomat—

You'll accomplish more, enjoy more...at the

DIPLOMAT



HOTEL AND COUNTRY CLUB / HOLLYWOOD-BY-THE-SEA, FLORIDA

SAMUEL FRIEDLAND, Ownership / GEORGE E. FOX, Managing Director / IRVING TILLIS, Director of Sales
For complete information and color brochure, write or wire: LEONARD HICKS, JR. & ASSOCIATES: Chicago: 505 North Michigan Avenue • MOhawk 4-5100 . . . Teletype CG 1264 / New York City: 65 West 54th Street • FL 7-7632 . . . Teletype NY 1-425 • Washington, D.C.: 1145 19th Street, N.W. • EXecutive 3-6481 . . . Teletype WA 279 / Detroit: 1701 Cass Avenue • WOodward 2-2700 . . . Teletype DE 1480 / Montreal, Canada: 1628 Sherbrooke St., West • WE 3-8930





Sellers of service — Here's the best hotel sales team in these 50 states, due to their own exceptional abilities and the support of a service team of 400 people who are expert in catering to group meetings of every sort.

True, the Hollywood Beach Hotel has its "brick and mortar" attributes, on a par with or better than resort hotels the country over.

Equally important, though, is its claim to this *human* attribute: a matured operational team, imbued by a *constant* ownership over the years with the desire to give the best of service.

This is the competitive edge the sales team will tell you about when they come calling.

Brick and mortar facts — Choice of plans — American / Modified American / European • 500 air-conditioned lovely guest rooms • sumptuous suites • 40,000 feet of air-conditioned meeting space, *all on one floor* • twenty-five various-sized meeting and function rooms • *free*, plentiful exhibit space • *free golf* to every group on the Hollywood Beach's own private 18 hole championship course • *free tennis* on four fine courts • magnificent pool, terrace and cabana club • 1000 feet of private ocean beach • entertainment and ladies' programs planned by professional counselors • sensible rates.



* Clockwise, from asterisk: JOHN BRAUN, Vice-President & General Manager
 HOWARD GANEK, Southern Sales Manager
 RICHARD FREY, Vice-President-Sales/Hollywood, Florida, WA 2-4551
 A. STARR HULL, Assistant General Sales Manager, Washington, D.C., ME 8-5092
 PATRICIA MICELI, Midwestern Sales Manager, Chicago, SU 7-1563
 HAROLD BOVEE, Industrial Sales Manager, Philadelphia, LO 7-0475
 ROBERT HENDERSON, Eastern Sales Manager, New York City, MU 8-4467

FLORIDA

continued

HOLLYWOOD

Railroads: F.E.C.; S.A.L.
Airlines: Served through Miami and Ft. Lauderdale

Diplomat Hotel East and West and Country Club (HSMA)

See Advertisement, Page 71

Manager: George E. Fox
Sales Manager: Irving Tillis
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 5 suites available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 8 (1,100)
No. Banquet Rms. & Capacity of Largest: 4 (1,000)
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft.
Sports Facilities: 18 hole golf course, tennis, 3 swimming pools, deep sea fishing
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Hollywood Beach Hotel and Golf Club (HSMA)

See Advertisement, Page 72

(Phone: 2-1545)
V-P Genl. Manager: John W. Braun
V-P Sales: Richard H. Frey
Convention Season: October to June
Largest Group Accommodated: 850 (416 rooms, 32 suites available)
Air Conditioning: Entire hotel
Convention Rates: American plan: Single: 17.00-25.00; Double: 28.00-44.00; Suites: 10.00-20.00; additional for parlors, European plan: Single: 8.00-16.00; Double: 10.00-16.00
No. Mtg. Rms. & Capacity of Largest: 25 (2,000)
No. Banquet Rms. & Capacity of Largest: 8 (1,200)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 14,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm, 16mm and slide projectors, tape recorder
Stage: Available
Sports Facilities: Beach, pool, golf, tennis, racing, jai-alai, fishing

The Sea Crest

3725 S. Ocean Drive (Phone: WAbesh 2-6781)
Manager: John M. Duff, Jr.
Convention Season: Nov., Dec., Jan., April & May
Largest Group Accommodated: 166 (83 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 14.00; Double: 20.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 4 (125)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16 mm. projector, blackboard
Stage: 7' by 18'
Sports Facilities: Golf, tennis, fishing
Hotel Representative: William P. Wolfe Organization (see pg. 29)

JACKSONVILLE

Railroads: A.C.L.; S.A.L.; S. Ry.; F.E.C.; Ga. So. & Fla. Steamers from New York
Airlines: DAL, EAL, NAL, NEA, SOU

CONVENTION BUREAU

Tourist & Convention Bureau
307 Hogan St. (2)
Fred Winchell, Manager

Hotel Robert Meyer (HSMA)

See Advertisement, Page 73

Manager: Robert B. Neighbors

Sales Manager: Gloria M. Frey
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 60 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-14.00; Double: 9.00-17.00; Suites: 17.50-50.00
No. Mtg. Rms. & Capacity of Largest: 9 (1,400)
No. Banquet Rms. & Capacity of Largest: 3 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Net Exhibit Space: 14,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Adjustable

New Mayflower Hotel

Julian and Bay (Phone: Elgin 5-7621)
Manager: Philip D. Harris
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 12 suites available)
Air Conditioning: Entire hotel

Convention Rates: Single: 5.25-8.50; Double: 8.00-13.00; Suites: 20.00-24.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (750)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: no charge for conventions
Charges for Exhibit Areas: no charge for conventions
Net Exhibit Space: 6,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm and 35mm projectors
Stage: Yes
Sports Facilities: Golf, beach, bowling

Roosevelt Hotel (HSMA)

33 West Adams (Phone: Elgin 3-4892)
Manager: Engle M. Becraft
Sales Manager: C. D. Crawford
Convention Season: All year
Largest Group Accommodated: 450 (325 rooms, 35 suites available)

JACKSONVILLE FLORIDA

The South's
finest
Commercial-
Convention Hotel



HOTEL

Robert Meyer

JACKSONVILLE, FLORIDA

- COMPLETE CONVENTION FACILITIES
- BALLROOM FOR 1100 • EXHIBIT AREA
- TRAINED CONVENTION STAFF

Meyer Hotels

HOTEL ROBERT MEYER
Jacksonville, Florida

HOTEL EMERSON
Baltimore, Maryland

HOTEL SIR WALTER
Raleigh, North Carolina

HOTEL WASHINGTON DUKE
Durham, North Carolina

HOTEL ROOSEVELT
Jacksonville, Florida

In the Heart of Downtown Jacksonville

Conceived and engineered as the ultimate in commercial-convention hotels, the Robert Meyer presents a unique "custom tailored facilities" concept... to make your 1959 executive or group meetings the very finest you have ever staged!

- One-floor "convention center"
- Meeting and banquet rooms for from 25 to 1100
- Theater lighting; closed-circuit TV
- 550 outside, air-conditioned rooms
- Radio, TV and Hi-Fi in every room
- Drive-in registration—elevators to rooms
- Inside parking for 250 cars
- PLUS a willing, experienced convention staff!

Write today for full information, rates and availabilities—
or call Jacksonville Elgin 5-4411

Robert B. Neighbors, Vice President - General Manager

FLORIDA

Jacksonville continued

Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-7.00; Double: 8.50-14.00; Suites: 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: None
Net Exhibit Space: 8,976 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screens, closed circuit television

Stage: Available
Sports Facilities: None, 15 minutes to beach

Seminole Hotel (HSMA)

21 Hogan St. (Phone: EL 4-6952)
Manager: William B. Pfeiffer
Sales Manager: J. Paul Delgado
Convention Season: All year
Largest Group Accommodated: 500 (175 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 8.00-12.00; Suites: 15.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (750)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50 up; Dinner: 2.25 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention headquarters
Charges for Exhibit Areas: None if convention headquarters

Net Exhibit Space: 4,540 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed-circuit TV screens
Stage: Available
Sports Facilities: Golf courses, beaches 18 miles

George Washington Hotel (HSMA)

Julia and Adams (Phone: ELgin 5-8811)
Manager: Arthur Kloeppel
Sales Manager: Peter Niles
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-10.00; Double: 10.00-15.00; Suites: 25.00-38.00, European
No. Mtg. Rms. & Capacity of Largest: 13 (2,000)
No. Banquet Rms. & Capacity of Largest: 3 (1,000)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: no charge for conventions
Charges for Exhibit Areas: no charge for conventions
Net Exhibit Space: 5,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, film projectors all sizes & types
Stage: Available



the story of duck key and indies house

Each of us, it seems, nurtures a special dream during our lifetime: the special dream of Bryan Newkirk, internationally-famous financier, was of an island resort community, West Indies in style and atmosphere, yet modern in every way... appealing to people of means as a way of life.

In 1951 Newkirk purchased Duck Key, an uninhabited island ninety-five miles south of Miami and sixty-five miles north of Key West. Waterways were dug, land filled, foliage planted, utilities brought in, and buildings erected: nine years and nearly four million dollars later, Newkirk's dream was realized.

Here is a resplendent tropical island capturing the very aura of the Caribbean, and here is Indies House, a blend of West Indies charm and continental flair. Here, in this secluded setting, are a yacht harbor, golf course, tennis courts, swimming pools and cabana club, trap and skeet shooting, deep sea fishing and more.

Here, at Indies House, are invited travelers the world over, and here, also, are invited a select few to use the elegant facilities for executive conferences, directors' meetings, sales clinics and the like.

Represented by Premier Hotel Representatives, Inc.
 New York • PLaza 5-9747
 Atlanta • Miami • Los Angeles
 San Francisco • Seattle • Mexico City
 Indies House is owned and operated by
 Florida Southern Land Corporation



indies house
 duck key
 MARATHON, FLORIDA

MARATHON

Indies House

See Advertisement, Page 74

Duck Key (Phone: Marathon 5220)
President: Bryan Newkirk
Convention Season: All year except February
Largest Group Accommodated: 200 (99 rooms, 6 penthouses available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: On request
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,200 sq. ft. on one floor
Audio-Visual Aids: All size projectors available, PA system, spotlights
Stage: On request
Sports Facilities: Golf, tennis, boating, deep sea fishing, bone fishing, skeet shoot, badminton, dog racing
Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

MIAMI

Railroads: F.E.C.; S.A.L.
Airlines: APA, AVENSA, AVN, GU, BOAC, BNF, BWIA, CAP, CDA, CINTA, CUBANA, DAL, EAL, GUEST, KLM, LACSA, LAY, MACKAY, NAL, NEA, NWA, PAA, REAL, TAN, TWA

CONVENTION BUREAU

Department of Publicity
 Office of Convention Bureau
 320 N.E. 5th St. (32)
 Larry Mansfield, Convention Manager

AUDITORIUMS

Municipal Auditorium

320 N. E. 5th St. (Phone FR 1-7411)
Manager: Miss Elizabeth Bush
Exhibit Areas: 20,000 sq. ft.
Rental Fees: Based on square food used for exhibits, or minimum rental.
Floor Load: Unlimited. **Ventilation:** Air conditioned
Ceiling Height: 15 to 35 ft. **P. A. System:** Available

IN DOWNTOWN MIAMI...

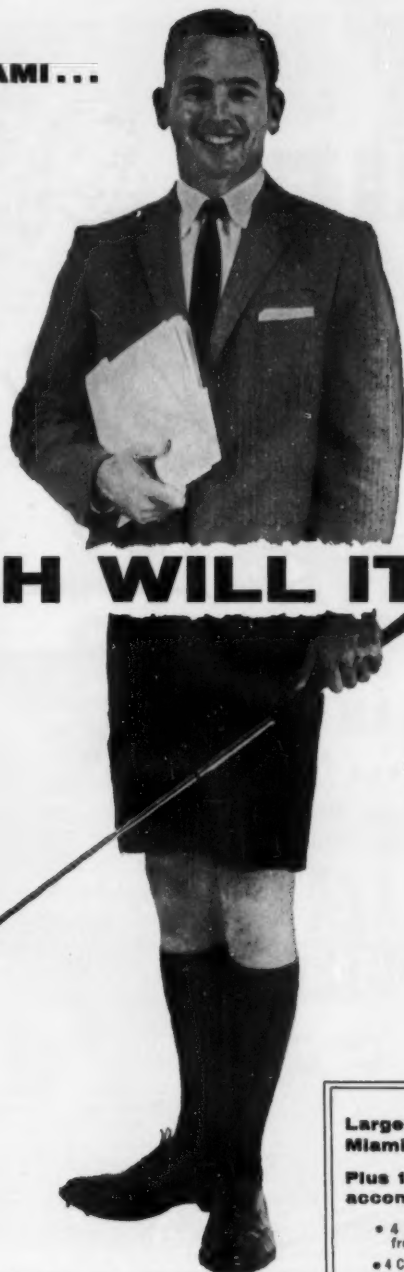
CONVENTION
FACILITIES

?

.....WHICH WILL IT BE?...

VACATION
FACILITIES

?



THE
NEW *Everglades* HAS BOTH!

NOW — The Perfect Convention Hotel! . . . a-glisten with \$3,500,000 worth of sparkling improvements and additions. Wonderful between-meetings play, superlative convention facilities . . . all in the convenient, business-like atmosphere of downtown Miami, right on U.S. 1.

THE NEW *Everglades*
OVERLOOKING BISCAYNE BAY

Largest Auditorium in any
Miami Hotel... Capacity 2000

Plus 10 other meeting rooms,
accommodating 25 to 500 each.

- 4 RESTAURANTS...
from a snack to a feast!
- 4 COCKTAIL LOUNGES!
- ROOFTOP SWIMMING POOL SUN-AND-
PLAY-DECK AND GARDENS!
- SPACIOUS OUTSIDE GUEST ROOMS!
- PARKING FOR 500 CARS ON PREMISES!
- AIR-CONDITIONED
AND HEATED
THROUGHOUT—
Individual Room
Controls!
- Let Our Sales
Director
tell you what
can be done for
your group



BISCAYNE BOULEVARD • 2nd to 3rd STREETS • MIAMI, FLORIDA

NOVEMBER 20, 1959

F.O.B. FLORIDA

For Fun Or Business, Florida offers more "extras" to make your sojourn successful. Plan now to hold your next business meeting or convention in the Sunshine State. Eastern offers more flights to Florida than any other airline!

Details available from Convention Manager, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, N. Y., or from your local Eastern Air Lines office.

EASTERN AIR LINES

Serving 95% of the
Nation's Convention Cities



NOW IN MIAMI...

in-town convenience / on-the-bay luxury—
with facilities for 1,000 conventioners!

THE NEW DUPONT PLAZA HOTEL

where downtown Miami
meets
Biscayne Bay



Leon Waite, Jr.
Managing Director

- 100% air conditioned
- 256 beautiful rooms & suites
- ideally located
- 1,000-seat Sky Room
- individual meeting rooms
- swimming pool
- men's health club
- dining rooms & coffee shop
- Miami River yacht dockage
- Encore Bar & Lounge
- Cloud Cafe
- Chez When Bar & Lounge
- trained convention staff
- shopping arcade

FOR COMPLETE INFORMATION,
brochures, rates and open
dates, write today to the
DUPONT PLAZA SALES DEPARTMENT
300 Biscayne Blvd., Way
Miami 32, Florida
or call Miami
FR 9-8861

We'd like
to tell you
why

MIAMI is the Magic City
for Conventions

Write to CONVENTION BUREAU
320 N. E. 5th St. Dept. TI
Miami, Florida



FLORIDA

Miami continued

Dimensions, Opening to Exhibit Hall: 12 ft. wide,
14 ft. high; 12 ft. wide, 10 ft. high
Storage Areas: Limited
Meeting Rooms and Capacities: Two seating 1,000
and 2,000

Dinner Key Exposition Building

Dinner Key Drive (Phone: 83-4211)
Manager: Walter Clewis, Jr.
Exhibit Areas: 92,000 sq. ft.
Rental Fees: On Application
Floor Load: Unlimited
Ventilation: Exhaust fans
Ceiling Height: 12 ft. to 30 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Street
level, 50 ft. wide, 30 ft. high
Columns, Locations and Dimensions: One in
center of building, 20 ft. by 20 ft.
Utilities: Electricity, water
Loading Facilities: Fork lift truck
Storage Areas: 34 ft. by 90 ft. by 15 ft. in rear of
building
Meeting Rooms and Capacities: 3 rooms for 100,
200, and 1,200 persons
Capacities: Can handle banquet up to 4,000
Parking Facilities: 2,000 cars
Distance from Business District: Four miles

Dade County Auditorium

2901 W. Flagler St. (Phone: Highland 8-5948)
Manager: Ralph Gilman
Exhibit Areas: None
Rental Fees: \$150, afternoon; \$200, evening
Ventilation: Centrifugal air conditioning
P. A. System: Available
Meeting Rooms and Capacities: One—50 people
Parking Facilities: 859 cars
Distance from Business District: Two miles

Biscayne Terrace Hotel

340 Biscayne Blvd. (Phone: Franklin 9-3792)
pool
General Manager: E. Lionel Ambler
Convention Season: All year, except Feb.
Largest Group Accommodated: 500 (200 rooms
including 20 suites available)
Convention Rates: April 1 to Dec. 31—Single:
4.00-13.00; Double: 6.00-19.00; Suites: 16.00-35.00.
Jan. 1 to Mar. 31—Single: 5.00-17.00; Double:
9.00-23.00; Suites: 26.00-55.00, European
No. Mtg. Rms. & Capacity of Largest: 19 (850)
No. Banquet Rms. & Capacity of Largest: 19 (850)
Rates for Meals: Breakfast: 1.50; Lunch: 1.75; Din-
ner: from 3.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if hotel
is headquarters
Audio-Visual Aids: PA system, spotlights, projector
Stage: Yes
Hotel Representative: Premier Hotel Representa-
tives, Inc. (see pg. 29)

The Columbus (HSMA)

N. E. First St. and Biscayne Blvd. (Phone:
FR 3-2671)
Manager: A. L. Feenan
Sales Manager: Robert H. Smith
Convention Season: All year, except Feb. and
Mar.
Largest Group Accommodated: 250 (135 rooms, 5
suites available)
Air Conditioning: Entire hotel
Convention Rates: May 15-Dec. 15: Single: 7.00-
15.00; Double: 11.00-20.00; Suites: 30.00-40.00;
Dec. 15 to May 15: Single: 11.00-28.00; Double:
17.00-30.00; Suites: 50.00-75.00, European plan.
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 4 (350)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75;
Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: None if headquarters
Net Exhibit Space: 7,820 sq. ft.
Audio-Visual Aids: PA system, film projectors on
rental basis
Stage: Available
Hotel Representative: William P. Wolfe Organi-
zation (see pg. 29)

The Dupont Plaza Hotel (HSMA)

See Advertisement, Page 76
300 Biscayne Blvd. Way (Phone: Franklin 9-8861)
Manager: Leon M. Waite, Jr.
Convention Season: All year

Largest Group Accommodated: 300 (150 rooms, 12 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: April 1-Dec. 14—Single: 8.00-12.00; Double: 10.00-14.00; Suites: 24.00-35.00.
 Dec. 14-April 14—Single: 12.00-16.00; Double: 16.00-20.00; Suites: 30.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (750)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None on group meetings
Net Exhibit Space: 7,500 sq. ft. on one floor
Audio-Visual Aids: Closed circuit TV, PA system, spotlights
Stages: Yes (25'x12')
Sports Facilities: Golf, boating, fishing, swimming

Everglades Hotel (HSMA)

See Advertisement, Page 75

Biscayne Blvd. (Phone: Franklin 9-5461)
Manager: Hugh Clark
Sales Manager: Joel Baugh
Convention Season: All year except Feb. & March
Largest Group Accommodated: 1,000 (500 rooms, 84 suites available)
Air Conditioned: Bedrooms, banquet halls
Convention Rates: Single: 7.00-9.00; Double: 10.00-14.00. Rates dependent on time of year
No. Mtg. Rms. & Capacity of Largest: 11 (2,000)
No. Banquet Rms. & Capacity of Largest: 11 (1,600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Nominal
Net Exhibit Space: 25,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm & 16mm projectors, blackboards, easels
Stages: Yes (portable & flexible)
Sports Facilities: Rooftop swimming pool

MIAMI BEACH

Railroads: F.E.C.; S.A.L.
 Airlines: Served through Miami

CONVENTION BUREAU

Miami Beach Convention Bureau
 1700 Washington Ave. (39)
Thomas F. Smith, Director

AUDITORIUM

Miami Beach Auditorium & Exhibition Hall

See Advertisement, Page 77

1700 Washington Ave. (Phone JE 1-0436)
Manager: Claude Ritter
Exhibit Areas and Square Footage of Each:
 Main Exhibit Hall 108,000 sq. ft., lobby exhibition hall 16,000 sq. ft., Arena 13,200 sq. ft., two large rooms exhibit hall 10,000 sq. ft., lobby 4,930 sq. ft., stage 5,500
Rental Fees and Services Included in Rent:
 20-25c per sq. ft. include air conditioning, house lights, janitor service in aisles, storage
Floor Load: Unlimited Ventilation: Fully air conditioned
Ceiling Height: 38'6"-35' PA System: Altec-Lansing
Dimensions, Opening to Exhibit Hall: 6 openings, largest 24' height-35' width
Columns, Locations and Dimensions: No columns in Auditorium, 20 columns in Exhibition Hall
Current and Utilities Available: All types, A.C., water, gas, drainage
Loading Facilities: Loading docks
Railroad Sidings: None
Location, Size of Storage Areas: 3 storage areas—total 22,000 sq. ft.
Number of Meeting Rooms and Capacities: 14 rooms to seat 70-825, one -70; four at 75; one at 115; three at 185; one at 155; one at 85; one at 200; one at 500; one at 825.
Facilities for Food Functions: Banquet for 6,000
Parking Facilities: 3,500 cars
Distance from Business District: In center city

Key Biscayne Hotel and Villas (HSMA)

300 Ocean Drive (Phone: EMerson 1-5431)
Manager: Bob Nesle
Sales Manager: Chuck Bremicker
Convention Season: April 15-Feb. 1
Largest Group Accommodated: 225 (104 rooms, 30 suites available)
Air Conditioning: Entire hotel

Convention Rates: European plan: Single: 16.00; Twin: 20.00 Jan. 5 to Jan. 31, Single: 25.00-29.00; Twin: 25.00-29.00; April 1 to April 14, Single: 16.00-20.00; Twin: 16.00-20.00 April 15 to April 30, Single: 9.00; Twin 11.00 May 1 to Nov. 14, Single: 11.00; Twin: 14.00 Nov. 15 to Dec. 20, American Plan: Single: 26.00; Twin: 40.00 Jan. 5 to Jan. 31, Single: 35.00-39.00; Twin: 45.00-49.00 April 1 to April 14, Single: 26.00-30.00; Twin: 36.00-40.00 April 15 to April 30, Single: 17.00; Twin: 25.00 May 1 to Nov. 14, Single: 20.00; Twin: 30.00 Nov. 15 to Dec. 20
No. Mtg. Rms. & Capacity of Largest: 3 (225)
No. Banquet Rms. & Capacity of Largest: 3 (225)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available

Sports Facilities: 2 swimming pools, 9 hole pitch and putt golf course, 4 tennis courts, shuffleboard, ocean beach
Hotel Representative: Robert F. Warner Inc., Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

The McAllister Hotel (HSMA)

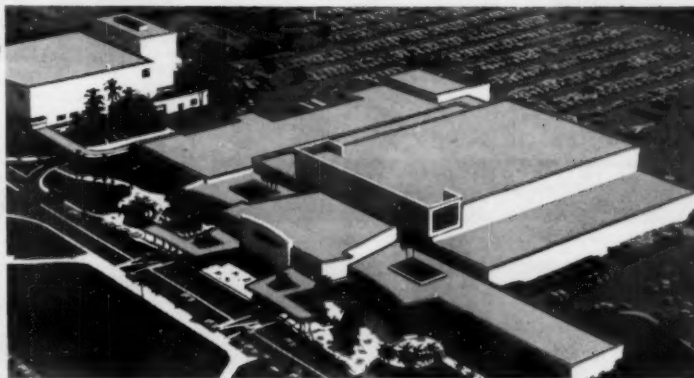
10 Biscayne Blvd. (Phone: 2-6151)
Gen. Manager: Ray Watson
Sales Manager: Jack Healey
Convention Season: All year
Largest Group Accommodated: 800 (375 rooms, 14 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-8.00; Double: 8.00-14.00; Suites: 24.00-36.00 April 16 to Dec. 15, Single: 7.00-9.00; Double: 9.00-16.00; Suites: 24.00-36.00, European

PLAN YOUR NEXT CONVENTION AT

MIAMI BEACH EXHIBITION HALL

and AUDITORIUM

Covering nearly 5 acres • Largest in the South • Completely air conditioned



The new Miami Beach Exhibition Hall has an over-all floor area of 200,000 square feet and seats up to 15,000 people at one time

- Centrally located • Close to the world's finest hotels, apartments, restaurants, shopping centers and recreation areas •
- Parking for 3,500 Cars • Expositions • Conventions • Trade Shows • Sales Meetings • Ice Shows • Announcement Showings •
- Automobile Shows • Sports Events



For further information, write or wire

CLAUDE D. RITTER
 Auditorium and Exhibition Hall Manager
 or
THOMAS F. SMITH
 Director Convention Bureau
 1700 WASHINGTON AVENUE
 MIAMI BEACH 39, FLORIDA

FLORIDA

Miami Beach continued

No. Mtg. Rms. & Capacity of Largest: 7 (750)
No. Banquet Rms.: 7
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50;
Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention
groups
Audio-Visual Aids: PA system, screens
Stage: Yes (6'x8')
Sports Facilities: Racetrack, baseball, football,
stadiums—15 minutes
Hotel Representative: Leonard Hicks, Jr. and
Associates, Inc. (see pg. 29)

Americana Hotel (HSMA)

See Advertisement, Page 79

9701 Collins Ave. Bal Harbour (Phone: UNION 5-7511)
Manager: Charles T. Craddock
Sales Manager: Robert Whalen
Convention Season: All year
Largest Group Accommodated: 1,560 (780 rooms,
76 suites available)
Air Conditioning: Entire hotel
Convention Rates: May 1-Oct. 31: 18.00-28.00 per
person; Nov. 1 to Dec. 31: 18.00-28.00 per
person; Jan. 1 to March 15: 24.00-34.00 per
person; March 15 to May 1: 20.00-30.00 per
person
No. Mtg. Rms. & Capacity of Largest: 25 (4,500)
No. Banquet Rms. & Capacity of Largest: 25
(4,500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50;
Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 129,000 sq. ft., separate area

Audio-Visual Aids: PA system, spotlights, 16mm
sound, 8mm, 35mm projectors
Stage: Available
Sports Facilities: Golf, swimming, fishing, shuffle-
board, dog & horse racing, jai-alai, tennis

Bal Moral Hotel (HSMA)

See Advertisement, Page 78

9801 Collins Ave. (Phone: UNION 6-7792)
Manager: Sherman S. Winn
Sales Manager: Harry N. Snow
Convention Season: Jan. to Nov.
Air Conditioning: Bedrooms, banquet halls
Largest Group Accommodated: 350 (200 rooms
and 20 suites available)
Convention Rates: Single: 8.00 to 16.00; Double:
10.00 to 20.00; Suites: 26.00 to 36.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 3 (750)
Rates for Meals: breakfast: 1.50; Lunch: from
2.50; Dinner: from 4.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 9,000 sq. ft. on one floor
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: 16 and 35mm projectors,
screens, blackboards

Barcelona Hotel (HSMA)

See Advertisement, Page 78

4343 Collins Ave.
Manager: Jack Parker
Convention Season: All year, except February
Largest Group Accommodated: 300 (200 rooms, 40
suites available)
Air Conditioning: Yes
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (1,000)
Liquor: Yes
Charges for Mtg. Rms.: None
Net Exhibit Space: 6,450 sq. ft. on one floor
Audio-Visual Aids: All equipment, PA system,
spotlights
Stage: Yes
Sports Facilities: Golf, tennis, swimming

Beau Rivage Hotel (HSMA)

9929 Collins Ave. (Phone: UNION 5-8611)

Manager: Martin Levine
Sales Manager: Si Kriegel
Convention Season: All year
Largest Group Accommodated: 770 (250 rooms,
50 suites available)
Air Conditioning: Entire hotel
Convention Rates: May-October, Dec. 1-15—Single:
10.00-16.00; Double: 10.00-16.00; Suites: 24.00-
36.00, Dec. 15-Feb. 1—Single: 26.00-30.00; Double:
26.00-38.00; Suites: 52.00-75.00, Feb. 1-April 30—
Single: 26.00-30.00; Double: 36.00-38.00, European.
No. Mtg. Rms. & Capacity of Largest: 5 (650)
No. Banquet Rms. & Capacity of Largest: 4 (650)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50;
Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 9,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16 mm.
and 8 mm. projectors, blackboard
Stage: Available

Biltmore Terrace Hotel

See Advertisement, Page 81

8701 Collins Ave. (Phone: UN 6-5731; Telegraph:
DLS)
Manager: Eli Meltzer
Convention Season: All year
Largest Group Accommodated: 400 (227 rooms,
100 suites available)
Air Conditioning: Bedrooms, banquet halls &
meeting rooms
Convention Rates: May 1 to July 1, Aug. 22 to
Dec. 18—Single & Double: 6.00-8.00; Suites: 8.00-
12.00; July 1 to Aug. 22—Single & Double: 8.00-
10.00; Suites: 10.00-14.00, Dec. 19 to April 30—
Single & Double: 16.00-26.00; Suites: 18.00-34.00
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00;
Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm
projector
Stage: Yes
Sports Facilities: Golf, tennis, water skiing

The Carillon (HSMA)

See Advertisement, Page 80

6801 Collins Ave. (Phone: UNION 5-7561)
Manager: Edward Jacks

YOU, TOO, CAN BE ONE OF THE "400"!

Four hundred... that's the most guests, at any one time, to whom we can offer the painstaking, personalized attention that has become the BALMORAL standard. You—and your personnel—can be a member of the "select 400" for your next sales meeting, if it does not contain more than 400 members. And bear in mind, no hotel anywhere can serve the "400" better than the BALMORAL!

At your service... complete facilities for meetings, banquets, between-meeting relaxation plus the imagination, experience and know-how to guarantee the complete success of your meeting.



SIX VAST ACRES ON THE OCEAN AT 98th ST.
BAL HARBOUR, MIAMI BEACH

For complete
details,
write
HARRY SNOW,
Director of
Sales



Cartier knows it...
(that valued treasures are not great in magnitude, but dazzling in treatment)

Dior discovered it...
(that wonderful creations are individual, not mass produced)

the Barcelona believes it too...

that the best-conceived conventions are individually planned, specifically tailored for the demanding but discerning group... where a unique attention to detail and finesse will be most appreciated by each and every delegate...

Guest accommodations for 300 to 350 persons.
Flexible exhibition space... 10 meeting rooms
accommodating 100 to 1000... 3 separate dining
areas each equipped with banquet kitchens... P.A.
system... print shop... public relations director...
and an experienced convention staff... completely
Air Conditioned...

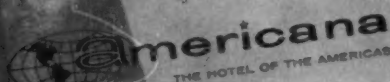
Jack Parker
Managing Director

ON THE OCEAN 43rd TO 44th STREETS, MIAMI BEACH, FLORIDA

For further information
write for our
CONVENTION
P.A.C.*
Write, Wire or Call Collect
Mr. Joseph Carbone
Sales Manager
phone Miami Beach
Jefferson 2-3311

IT'S THE WISE GAVEL...

that hits the board,
that stands on the lectern,
which faces the crowds, that attend the speaker,
who can be seen on closed TV
in thirty rooms, both large and small,
which create the nation's largest space*
available in portion or package
to mammoth convention or intimate group...
but is yet just a part
of the Wonderland called



INTER-OFFICE MEMORANDUM

ROUTE TO *W.M.R.*

*Bill - Just got back.
It's everything we
heard - and then some.
My vote goes to the
AMERICANA!
Jim*

*135,000 square feet.

A TISCH HOTEL • CHARLES CRADDOCK, Gen. Mgr. • OCEANFRONT, 96th TO 98th STREETS • BAL HARBOUR, MIAMI BEACH, FLORIDA

**NOWHERE IN THE WIDE, WIDE WORLD
WILL YOU & YOUR GROUP FIND MORE LUXURY
MORE COMFORT ■■■ MORE PURE PLEASURE
■■■ THAN AT THE CARILLON IN MIAMI BEACH**

THIS IS THE KEY TO A CAREFREE CARILLON CONVENTION



**MIAMI BEACH'S LARGEST & MOST LUXURIOUS RESORT HOTEL
WITH 620 BEAUTIFULLY DECORATED ROOMS & SUITES PLUS
A COMPLETE VARIETY OF MEETING & BANQUET FACILITIES TO
MEET EVERY MINUTE REQUIREMENT OF SMALL & LARGE GROUPS.**

**HARRY B. ESKY, EXECUTIVE DIRECTOR OF SALES & A TEAM OF
GROUP MEETING SPECIALISTS ARE ALWAYS AT YOUR SERVICE.**

**IF YOU PLAN A MEETING SOON - OR AT ANY TIME IN THE FUTURE
WRITE OR PHONE (MIAMI) UNion 5-7561 FOR A PROPOSAL FROM**

THE **100% AIR
CONDITIONED** *Carillon* HOTEL

OCEANFRONT • 68th TO 69th STREETS • MIAMI BEACH

FLORIDA

Miami Beach continued

Sales Manager: Harry B. Esky
 Convention Season: All year
 Largest Group Accommodated: 700 (350 rooms, 75 suites available)
 Air Conditioning: Banquet Halls and 620 bedrooms.
 No. Mtg. Rms. & Capacity of Largest: 15 (1,500)
 No. Banquet Rms.: 15
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
 Liquor: Yes
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: 5c per sq. ft. per day
 Net Exhibit Space: 15,000; 1 floor and mezzanine
 Audio-Visual Aids: 16mm, 35mm, slide projector, PA system, spotlights
 Stage: Yes 30x16
 Sports Facilities: Swimming pool, cabana club, badminton, putting course
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

The Castaways

16375 Collins Ave. (Phone: Wilson 7-4561)
 Manager: Leon Garfield
 Convention Season: All year
 Largest Group Accommodated: 600 (200 rooms, 100 suites available)
 Air Conditioning: Yes
 Convention Rates: Single: \$10.00 to \$19.00; Double: \$10.00 to \$19.00; Suite \$20.00 to \$38.00 from Apr. 10 to Apr. 30, from July 1 to Aug. 31. Single: \$8.00 to \$16.00; Double: \$8.00 to \$16.00; Suite: \$16.00 to \$32.00, from May 1 to June 30, from Sept. 1 to Dec. 14. Single \$16.00 to \$24.00; Double \$16.00 to \$24.00; Suite \$32.00 to \$48.00, from Dec. 15 to Jan. 19. Single \$18.00 to \$28.00; Double: \$18.00 to \$28.00; Suite \$36.00 to \$56.00, from Jan. 20 to Mar. 19. Single \$16.00 to \$24.00; Double \$16.00 to \$24.00; Suite \$32.00 to \$48.00, from March 20 to April 9.
 No. Mtg. Rms. & Capacity of Largest: 2 (400)
 No. Banquet Rms. & Capacity of Largest: 2 (400)
 Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 3.50
 Liquor: Yes
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 1,000, all on one floor
 Audio-Visual Aids: All size film projectors available, PA system, spotlights
 Stage: Yes
 Sports Facilities: Fishing, boating, shuffleboard, volleyball, skiing, tennis, golf
 Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

Crown Hotel

41st & Collins Ave. (Phone: Jefferson 1-5771)
 Manager: Jerry Olin
 Convention Season: All year
 Largest Group Accommodated: 350 (150 rooms, 13 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: May-Sept.—Single: 8.00-12.00; Double: 10.00-16.00; Suites: 22.00-38.00, Oct.-Jan., plus April—Single: 16.00-20.00; Double: 18.00-24.00; Suites: 38.00-50.00. Feb. & Mar.—Single: 22.00-26.00; Double: 24.00-30.00; Suites: 50.00-62.00, European.
 No. Mtg. Rms. & Capacity of Largest: 6 (1,700)
 No. Banquet Rms. & Capacity of Largest: 6 (1,000)
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None except for equipment
 Audio-Visual Aids: PA system, spotlights, 16mm and slide projector, blackboards
 Stage: Available
 Sports Facilities: Golf, fishing, shuffleboard, motorboating

Deauville Hotel (HSMA)

See Advertisement, Page 82

6701 Collins Ave. (Phone: Union 6-7711)
 Manager: Irving Fried
 Sales Manager: Richard "Dick" Elterman
 Convention Season: All year
 Largest Group Accommodated: 1,000 (500 rooms, 50 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Double: 12.00-20.00; Parlors: 25.00, 30.00, 35.00
 No. Mtg. Rms. & Capacity of Largest: 20 (5,000)
 No. Banquet Rms. & Capacity of Largest: 7 (3,000)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None

NOVEMBER 20, 1959

see how they **RUN!**

to **MEET** at the **Biltmore TERRACE**

Where there's time for FUN!

Your attendance figures will zoom, you'll get the work done, and still have all the fun nearby that makes Miami Beach the World's Playground!

We specialize in the smaller group or meeting, where our very personalized attention to every detail and requirement makes the BILTMORE TERRACE perfect for your particular needs!

And, we've got EVERYTHING to fill the bill—LOOK:

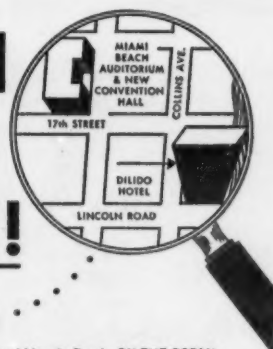
Exhibition space:	Free Parking; 227 luxurious rooms;
Meeting Rooms	Complete Entertainment Program;
—accommodate 250;	Free Shopping Limousine Service;
Dining areas with banquet	Private beach, pool, cabanas;
kitchens; P.A. system;	Night Club—all-star revue;
Public Relations;	Cocktail Lounge;
Convention staff	Dining Rooms

Represented by **UTELL INTERNATIONAL**
 New York, Boston, Chicago, Toronto

WRITE, WIKE OR PHONE COLLECT:
 Miami Beach, Union 6-5731
 ELI MELTZER, Managing Director

ON THE OCEAN AT 87th STREET, MIAMI BEACH, FLORIDA

A hotel created especially for CONVENTIONS!!



* LOCATION

Miami Beach's best convention location, Collins Avenue and Lincoln Road—ON THE OCEAN. The DILIDO Hotel offers the finest Convention and Resort Facilities available anywhere. Just one block from the New Miami Beach Auditorium and Convention Hall.

* FACILITIES . . . A Modern Air Conditioned 350 Room Hotel

COTILLION ROOM	1200
CONTINENTAL ROOM	950
MOULIN ROUGE	400
FLORENTINE ROOM	300

OTHER ROOMS ACCOMMODATING 50 PEOPLE OR MORE

LYMAN PICKETT
SALES MANAGER



COMPLETELY
AIR CONDITIONED

NOW a Packaged CONVENTION!

Room — Meals — Sightseeing Tour — Cocktail Party
 — Banquet — Poolside Barbecue and Water Shows.

...FROM AS LITTLE AS **\$14.00** PER PERSON
3 DAYS
2 NIGHTS

ON THE OCEAN
 AT LINCOLN ROAD,
 MIAMI BEACH

Wire, write or call Jefferson 8-0811 for complete detailed information.

\$20,000,000 SUCCESS

THE DEAUVILLE CELEBRATES
PREMIER YEAR WITH RECORD-
BREAKING CONVENTION BUSINESS!



THE REASONS ARE CLEAR!

THE DEAUVILLE, conceived as a magnificent convention-hotel, engineered in advance design, architecture and decor, offers the perfect setting for smoothly functioning conventions, regardless of size. This ultra-modern 600 room convention luxury hotel, occupying two blocks on the Atlantic Ocean in the Heart of Miami Beach, is an **IRRESISTIBLE** invitation to business, pleasure and relaxation for delegates and their families.

The DEAUVILLE CONVENTION HALL, over 21,000 square feet of unobstructed floor space, comfortably seating 3,500 people theatre-style...accommodating 2,500 people banquet-style. Sound-proofed sliding walls can be partitioned into two or three more areas for smaller groups.

35,000 SQUARE FEET OF EXHIBIT SPACE

ACCLAIM POURS IN FROM NATION'S LEADING ORGANIZATIONS

Deauville sets new standard in convention service"

Watch Material Distributors of America

Most successful convention ever held"

Protestant Episcopal Church

Excellent and whole-hearted cooperation"

Optimist International

Personal handling added to overall effectiveness"

Admiral Corporation

Ultimate in convention facilities"

Dictaphone Corporation

Wonderful convention staff and co-ordinating teams"

Nat'l Ass'n of Bank Auditors & Comptrollers

Deauville "best of all"

Custom Tailors & Designers Ass'n of America

Wonderful in every detail"

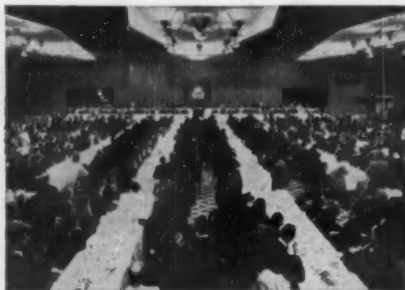
American Psychiatric Association

Superb facilities—beautiful hotel"

National Newspaper Promotion Association

Immensely successful sales meeting"

Capital Records, Inc.



AIR CONDITIONED! SOUND CONDITIONED! LIGHT CONDITIONED!

"Projectioneered" for conventions, SUPER-abundant for the most demanding display purposes. Heavy exhibits are handled by powerful elevators that can lift a truck **HYDRAULICALLY** from the loading ramp to the auditorium's stage.

**12 ULTRAMODERN COMMITTEE MEETING ROOMS FOR 50 OR MORE.
20 SPECIAL ROOMS FOR SMALLER GROUPS.**

NUMEROUS Press Rooms and Work Shops, complete with telephones, typewriters for press releases. Projection Room with complete visual aid facilities.

PLANNED FOR PLEASURE

2 swimming pools, and 550 feet of private ocean beach—the Cabana Colony, putting greens and sun decks...for fun in the sun!

2 magnificent night clubs, featuring great name bands and stars of Broadway and Hollywood!

Miami Beach's only indoor **ICE SKATING RINK**...one of the many **DEAUVILLE** pleasure exclusives!



DEAUVILLE

550 FEET ON THE OCEAN AT 67th STREET, MIAMI BEACH, FLORIDA

Write, wire or phone
DICK ELTERMAN
Director of Sales

FLORIDA

Miami Beach continued

Charges for Exhibit Areas: None
 Net Exhibit Space: 35,000 sq. ft.
 Audio-Visual Aids: Slide and 16mm projectors, blackboards, PA system, spotlights
 Stage: Yes
 Sports Facilities: Swimming pool, golf course, fishing, boating, ice skating rink

Di Lido Hotel (HSMA)

See Advertisement, Page 81

Lincoln Rd. & the Ocean (Phone: Jefferson 8-0811)
 Manager: Horace Burnstein
 Sales Manager: Mrs. Frances P. Crane
 Convention Season: All year
 Largest Group Accommodated: 750 (250 rooms, 30 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Rates per person, Jan., from 16.00; Feb., from 26.00; March, from 18.00; May, June, Aug. 15-30, Sept. to Dec., from 8.00; July, Aug. 1-15, Dec., from 10.00
 No. mtg. Rms. & Capacity of Largest: 7 (1,000)
 No. Banquet Rms. & Capacity of Largest: 5 (1,000)
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 4.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: Vary
 Net Exhibit Space: 12,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
 Stage: Available
 Sports Facilities: 2 pools, ocean swimming, golf tennis, deep sea fishing

Eden Roc Hotel (HSMA)

See Advertisement, Page 83

4525 Collins Ave. (Phone: Jefferson 2-2561)

Manager: J. S. Suits
 Sales Manager: Bill Pollard
 Convention Season: All year, except Feb. and Mar.
 Largest Group Accommodated: 300 (225 rooms, 20 suites available)
 Air Conditioning: Banquet and meeting rooms, bedrooms
 Convention Rates: Double: 14.00, 16.00 and 18.00; Suites: 52.00 to 56.00
 No. Mtg. Rms. & Capacity of Largest: 11 (1,600)

No. Banquet Rms. & Capacity of Largest: 11 (1,000)
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.75; Dinner: 5.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Golf, fishing, tennis
 Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

the Empress adds the personal touch that means so much!

CONVENTIONS and SALES MEETINGS

Our superb facilities offer you an attractive choice of flexible rooms designed for groups of 10 to 1000... with special Display Areas, Penthouse Club, superior equipment and print shop. PLUS our own staff of convention experts whose thoughtful service assures you smoothly successful meetings.

For leisure hours, our magnificent pool-lounge area... fun programs and nightly entertainment and dancing add to your pleasure. And we're only minutes from golf courses, horse racing, deep sea fishing, boating, shopping... and Miami Beach Auditorium and Exhibition Hall.

Write for Convention Brochure
 Philip Snyder, Mgr.
 Kowal Ownership AFL/CIO Hotel
 completely air conditioned

DIRECTLY ON THE OCEAN AT 43rd ST. • MIAMI BEACH, FLORIDA

Miami Beach's most celebrated Convention World... *Eden Roc* hotel, cabana & yacht club

ALL THIS IS YOURS... FOR A PERFECT CONVENTION!

- 14 meeting rooms or combinations... to seat any size meeting from 24 to 1600!
- Monitored air-conditioning • Modern lighting and sound equipment
- Outstanding cuisine... served from an ultra-modern kitchen, strategically placed to serve every banquet with maximum expediency
- Underground parking garage • Yacht anchorage on protected Indian Creek
- 30,000 square feet of drive-in exhibit space at reasonable rates

ALL THIS—PLUS:

- Olympic pool and private ocean beach
- Over a hundred luxury cabanas with individual bathrooms
- Magnificent covered outdoor pavilion for dining and dancing, outdoor meetings
- Three delightfully different dining rooms to suit your every mood
- Informal gaiety and dancing in Harry's American Bar—Garden Cafe
- Fabulous entertainment nightly in the unparalleled Cafe Pompeii

BILL POLLARD, Director of Sales
 JEAN S. SUITS, Managing Director

SEND FOR COMPLETE CONVENTION BROCHURE

... blueprinting complete plans and details

New York: Plaza 1-3460
 Chicago: Whitehall 4-7568
 Los Angeles: DUnkirk 8-1151
 St. Louis: GArfield 1-4081



MONA LISA ROOM—comfortably accommodating banquets to 500

POMPEIAN ROOM—seating 1200 at banquets, 1600 at meetings

30,000 square feet of DRIVE-IN EXHIBIT SPACE at reasonable rates

OCEANFRONT
45th to 47th STREETS
MIAMI BEACH, FLORIDA

FLORIDA
Miami Beach continued

Empress Hotel (HSMA)

See Advertisement, Page 83

4333 Collins Ave. (Phone: Jefferson 8-6892)
Manager: Philip Snyder
Convention Season: All year except Feb.
Largest Group Accommodated: 500 (250 rooms, 20 suites available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 7 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (750)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None

Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, easels, film projectors available
Stage: Available
Sports Facilities: Swimming, fishing, tennis, golf

Flamingo Hotel (HSMA)

1500 Bay Rd. (Phone: JE 1-0311)
Manager: Col. Henry R. Dutton
Convention Season: Dec., Jan., after Mar. 20, Apr.
Largest Group Accommodated: 375 (200 rooms and 20 suites available)
Convention Rates: Single: from 10.00; Double: from 14.00; Suites: from 20.00
No. Mtg. Rms. & Capacity of Largest: 2 (900)
No. Banquet Rms. & Capacity of Largest: 4 (900)
Rates for Meals: Breakfast: from 1.50; Lunch: from 2.50; Dinner: from 3.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, tennis, putting, swimming, shuffleboard, boating, fishing

Hotel Fontainebleau (HSMA)

See Advertisement, Page 85

64th to 48th & Oceanfront (Phone: Jefferson 8-8811)
Manager: Duke Stewart
Sales Manager: William Buckley
Convention Season: All year
Largest Group Accommodated: 900 (750 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 14.00-35.00; Double: 14.00-30.50; Suites: 38.00-130.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (4,000)
No. Banquet Rms.: 8
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 7.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 78,000 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Yes (50'x30'; 25'x15'; 35'x22')
Sports Facilities: Swimming, tennis, pitch & putt golf, access to golf courses

WE LOOK FORWARD TO SERVING YOU ... WHEN YOU FLY EASTERN TO FLORIDA

No "businessman's luncheon" for you when you travel on Eastern's Florida-bound Prop-Jet Electras. You enjoy the finest in first-class service and you arrive relaxed and refreshed for your sales meeting or convention.

Eastern offers more flights to Florida than any other airline. Eastern will also be happy to plan for you and your associates a post-convention sidetrip to the enchanting Caribbean.

For complete details, write Convention Manager, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, N. Y., or call your local Eastern Air Lines office.


**EASTERN
AIR LINES**



Serving 95% of
the Nation's
Convention Cities

IT'S WIDE OPEN

TO BETTER CONVENTIONS
MORE STIMULATING MEETINGS

the
GOLDEN GATE
HOTEL

*** MEETING SPACE**

Our new Convention Hall is designed to accommodate groups of 10 to 1600. Nine meetings can be held simultaneously. Fully equipped with every modern convention facility.

*** PERSONALIZED SERVICE**

Our staff includes convention experts, public relations men, secretaries, photographers, with round-the-clock service.

*** ACCOMMODATIONS**

Largest resort in the world! 500 luxurious rooms, all air conditioned, including hotel, motel, apartments and villas. Huge private beach, 2 pools, tennis, dancing and entertainment

For full details and convention brochure, write
J. Maxwell Myers, Sales Manager
William J. Hines, General Manager

20 acres on the Ocean at 194th St.
MIAMI BEACH





ANNOUNCING
The Completion of New and Expanded Facilities
at the
WORLD'S NEWEST, LARGEST, FINEST CONVENTION-RESORT HOTEL

INCOMPARABLE MEETING FACILITIES FOR UP TO 10,000 PEOPLE!
Private conference rooms for 10 to 100 • Convention hall accommodating 6,000

SUPERB BANQUET FACILITIES
for groups up to 4,000! Private dining rooms, formal dining rooms, casual coffee shop for fine food at popular prices.

UNSURPASSED FACILITIES FOR FUN AND RELAXATION
14 acres of oceanfront luxury—5 cocktail lounges—exclusive shops—La Ronde Supper Club—Yacht Basin.

1,000 Rooms, 300 Cabanas

FREE GOLF at exclusive country club

1,000 feet oceanfront beach

180,000 Sq. Ft. Exhibition and meeting areas

Spacious hospitality suites

Ample undercover parking

2 Swimming pools, putting green, tennis



Fontainebleau
CABANA, YACHT AND COUNTRY CLUB

For information write or wire

NEW YORK OFFICE:

Circle 5-7800
Teletype: NY 1-528



CHICAGO OFFICE:

ANDover 3-4181
Teletype: CG-829

BEN NOVACK President
DUKE STEWART Manager

WILLIAM BUCKLEY
Director of Sales



ON THE OCEAN AT 44th STREET • MIAMI BEACH, FLORIDA

FLORIDA

Miami Beach continued

Golden Gate Hotel (HSMA)

See Advertisement, Page 84

19400 Collins Ave. (Phone Wilson 7-4411)

Manager: William J. Hines
Sales Manager: J. Maxwell Myers
Convention Season: All year
Largest Group Accommodated: 1000 (500 rooms and 150 suites available)
Convention Rates: April 20 to Dec. 20: 7.00-10.00; Dec. 20 to Jan. 20: 10.00-20.00; Jan. 20 to April 20: 12.00-24.00, European
No. Mtg. Rms. & Capacity of Largest: 11 (1400)
No. Banquet Rms. & Capacity of Largest: 2 (1,200)
Rates for Meals: Breakfast: 1.25; Lunch: 1.75; Dinner: 4.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Mtg. Rms.: None if convention is headquartered at hotel
Charges for Exhibit Space: None if convention is headquartered at hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: 16mm moving picture projector, 32mm still picture projector, PA system, spotlights, 35mm projector
Stage: Yes (40'x24')
Sports Facilities: Swimming pools, tennis, shuffleboard, putting

Lucerne Hotel (HSMA)

4101 Collins Ave. (Phone: JE 2-2541)

Manager: Earl Gossor
Sales Manager: Dan Glaubman
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms available)
Air Conditioning: Yes
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.65; Dinner: 4.00

Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights. Projectors can be rented as needed
Stage: Yes
Sports Facilities: Swimming, golf, fishing, water skiing, tennis nearby

Monte Carlo Hotel

6552 Collins Ave. (Phone: Union 6-8721)

Manager: Harvey Weinberg
Convention Season: Jan. 2 to Feb.; Aug. to Dec. 20
Largest Group Accommodated: 300 (150 rooms)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-8.00; Double: 8.00-12.00; Suites: 16.00-24.00. Rates higher from Dec. 19 to May 1
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: .75 to 1.50; Lunch: 1.00-2.00; Dinner: 2.25 to 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, shuffleboard, swimming, ping pong

The Montmartre

4775 Collins Ave. (Phone: JE 2-1731)

Manager: Sterling LeVine
Convention Season: April to Dec. 19 (not including Easter holiday period)
Largest Group Accommodated: 375 (150 rooms, 25 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 10.00-12.00; Double: 14.00-20.00; Suites: 28.00-55.00. Lower rates May 1 to July 1, Aug. 24 to Nov. 1. Higher rates April 20 to May 1, July 1 to Aug. 24, Nov. 1 to Dec. 19, European
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms.: 4
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Roney Plaza (HSMA)

See Advertisement, Page 86

2301 Collins Ave. (Phone: S-6011)

General Manager: Elliott S. Ryan
Sales Manager: Armando W. Castroverde
Convention Season: All year
Largest Group Accommodated: 400
Air Conditioning: Entire hotel
Convention Rates: Summer: Single: 8.00, 10.00 & 12.00; Double: 10.00, 12.00 & 14.00; Suites: 25.00, 26.00, 28.00, 24.00 & 26.00; Double: 26.00, 28.00 & 30.00; Suites: 45.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 2.25; Dinner: from 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 16,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Tennis, golf, fishing, swimming (pool and beach), shuffleboard

Saxony Hotel (HSMA)

See Advertisement, Page 88

32nd & 33rd St. (Phone: Jefferson 8-6811)

Manager: Chas. Eck
Sales Manager: Henry G. Phillips
Convention Season: All year
Largest Group Accommodated: 800 (300 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-14.00; Double: 12.00-16.00; Suites: 22.00-30.00. In-season rates slightly higher. European
No. Mtg. Rms. & Capacity of Largest: 8 (1,200)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor.
Additional area
Audio-Visual Aids: PA system, spotlights, screen projectors can be rented. Projectors can be rented
Stage: Available
Sports Facilities: Golf, swimming pool, tennis, water skiing, shuffleboard

TO SELECT GROUPS FROM 16 TO 600...

Conventions without Tensions

For a truly different, more productive meeting or convention, plan yours within the privacy of the spacious 7-acre Roney Plaza—the most conveniently located Miami Beach convention hotel.

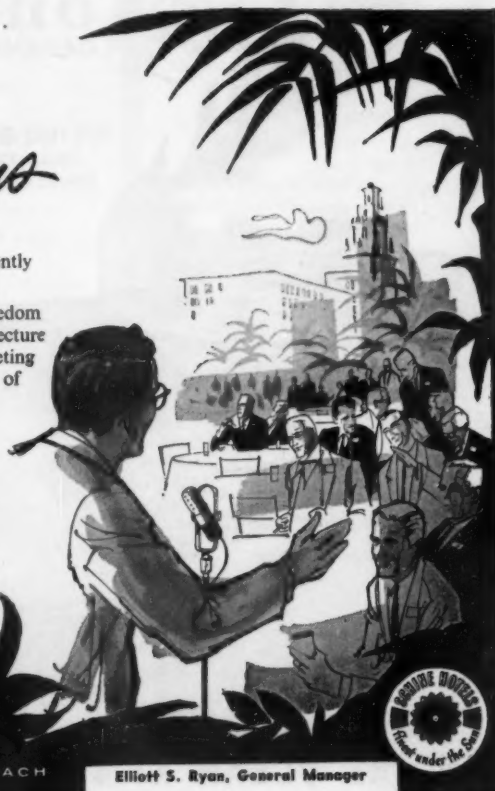
The Roney's unique facilities are conducive to tensionless meetings... freedom from noises... absence of neon and commercialism. Instead, subtle architecture and magnificence in the air conditioned suites and rooms, exhibit and meeting rooms, even outdoor meetings can be arranged. There are acres and acres of relaxing enjoyment... the expansive (3 blocks long) ocean beach... racing size swimming pool... vast tropical gardens... the rare-to-find tennis courts and putting greens... superb cuisine... And famed Roney Plaza personalized hospitality.

For complete information and exclusive location benefits (within walking distance of Miami Beach Exhibition Hall and Auditorium... in the very center of every attraction) write Armando W. Castroverde, Director of Sales.

THE WORLD
FAMOUS

RONEY PLAZA

7 ACRES ON THE OCEAN AT 23rd ST. MIAMI BEACH



Elliott S. Ryan, General Manager



TWA puts wings on convention planning

MIAMI BEACH

Miami is the newest convention city served by the fastest Jetliner in the U. S.—the superb TWA BOEING 707! Now more than ever, Miami offers everything for your convention. And TWA offers every help, from the selection of the ideal site to round-trip transportation.

Highly trained TWA Convention Bureau specialists assist you in finding the facilities

that are best suited to make your meeting an outstanding success . . . accommodations for groups of any size . . . relaxing recreation.

For information about TWA's Convention Planning and Transportation Service (including charters), call your nearest TWA office. Or write: Herb Lynn, Convention Sales Manager, TWA, 380 Madison Avenue, N.Y. 17, N.Y.

FLY THE FINEST... FLY TWA USA • EUROPE • AFRICA • ASIA

FLORIDA Miami Beach continued

Seville Hotel

2901 Collins Ave. (Phone: JE 4-4721)
VP & Gen. Mgr.: Fred Collier
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.00-14.00; Double: 12.00-16.00; Suites: 24.00-36.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (1,750)
No. Banquet Rms. & Capacity of Largest: 8 (1,500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if hotel is headquarters or food is served
Audio-Visual Aids: PA system, spotlights, 8 and 16mm projectors
Stage: Available
Sports Facilities: Swimming, fishing, golf, tennis, boating

Shelborne Hotel

See Advertisement, Page 89

1801 Collins Ave. (Phone: JE 1-1271)
Manager: Charles Yavers
Sales Manager: Jack M. Slone
Convention Season: Jan. 1-15, March 1-15, April to Dec. 20
Largest Group Accommodated: 500 (200 rooms, 20 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 10.00; Double: 12.00-16.00; Suites: 25.00-May & June, Single: 12.00; Double: 14.00-18.00; Suites: 30.00-July, Aug., Sept. & Oct. 18.00, 20.00, 24.00, 26.00 Single or double-January
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms.: 3
Group Meal Rates: Breakfast: 2.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, blackboard, easel, flip charts, podiums, Projectors available on rental basis
Sports Facilities: Pool, beach, shuffleboard

ORLANDO

Railroads: S.A.L.; A.C.L.
Airlines: DAL, EAL, NAL

CONVENTION BUREAU

Orlando Convention Bureau
P. O. Box 141
Joel L. Moore, Executive Director

The Angebilt (HSMA)

37 N. Orange Ave. (Phone: GA 5-3511)
Manager: James N. Conley
Convention Season: All year
Largest Group Accommodated: 150 (150 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50-8.50; Double: 8.50-12.50; Suites: 21.50-25.50
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: from .75; Lunch: from 1.00; Dinner from 1.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Net Exhibit Space: 5,000 sq. ft. (3,600 on one floor)
Audio-Visual Aids: PA system, spotlights, movie projector & screen
Stage: Available
Sports Facilities: Golf, tennis, horseback riding, bowling, boating

San Juan Hotel (HSMA)

32 North Orange Ave. (Phone: GArden 2-4266)
Manager: John E. Weir
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, 75% of bedrooms
Convention Rates: Single: 5.00-9.00; Double: 8.00-11.00; Suites: 15.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Net Exhibit Space: 5,000 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights, blackboard, movie screen
Stage: Available

PALM BEACH

Railroads: Fla. East Coast
Airlines: DAL, EAL, Mackey, NAL

Colonnades Hotel (HSMA)

P.O. Box 676, Riviera Beach (Phone: Palm Beach)
Manager: F. Dan Haselmire
Victor 4-5221
Convention Season: December through May
Largest Group Accommodated: 250 (54 rooms, 44 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-10.00; Double: 10.00-14.00; Suites: 12.00-18.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (750)
No. Banquet Rms. & Capacity of Largest: 6 (450)
Group Meal Rates: Breakfast: 1.00-1.50; Lunch: 1.75-3.50; Dinner: 3.00-5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 1,376 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, film projectors
Stage: Available
Sports Facilities: Swimming pool, ocean beach, fishing, shuffleboard, golf

Palm Beach Biltmore Hotel (HSMA)

Bradley Place (Phone: TE 2-1781)
Sales Manager: L. E. Ames
Convention Season: Nov. to May
Largest Group Accommodated: 936 (400 rooms, 55 suites available)
Air Conditioning: Entire hotel
Convention Rates: Nov. thru Dec.—Single: 20.00; Jan. to June—Single: 22.00; Double: 32.00; Parlor: 15.00 extra. American or European
No. Mtg. Rms. & Capacity of Largest: 12 (750)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel

a WORLD of CONVENTION pleasures!

FOR COMPLETE INFORMATION CONCERNING
CONVENTION PLEASURES OF THE SAXONY,
WRITE, PHONE OR WIRE COLLECT.

HENRY G. PHILLIPS, Director of Sales

Miami Beach Phone:

JEfferson 8-6811



the
Saxony

Home of the Ivory Tower and Outside Glass Bubble Elevator

MOST EXCITING BLOCKFRONT ON THE OCEAN, AT 32nd ST.

*Feature for
feature—this is the finest!*

10,000 SQUARE FEET OF EXHIBITION SPACE
PORTABLE STAGES AND P. A. SYSTEMS
REGISTRATION DESKS EQUIPPED WITH TYPEWRITERS
PRESIDENTIAL SUITES FOR ELECTED OFFICERS & DIRECTORS
CONVENIENT TO MIAMI BEACH'S NEW EXHIBITION HALL
CONVENTION PUBLICITY OFFICES WITH MIMOGRAPH FACILITIES
MOTION PICTURE PROJECTORS & SCREENS, BLACKBOARDS, FLASH BOARDS
IN AND OUT SUPERVISED PARKING • NIGHTLY ENTERTAINMENT
COMPLIMENTARY POOL, PRIVATE OCEAN BEACH, CABANA CLUB
BEACH MATS & CHAISES • GOLF • FULL SOCIAL PROGRAM
400 ROOMS & SUITES • 100% AIR CONDITIONED
TV, RADIO, MUZAK, AUTOMATIC PHONES IN EVERY ROOM
WORLD-FAMOUS RESTAURANTS AND COCKTAIL LOUNGES
and fun-filled activities for delegates' families
including Dancing, Movies, Water Shows,
Style Shows, Wiener Roasts, etc.

MIAMI BEACH, FLA.

Charges for Mtg. Rms.: None
 Net Exhibit Space: 10,000 sq. ft. on one floor.
 Audio-Visual Aids: PA system, spotlights. Projectors can be rented
 Stage: Yes
 Sports Facilities: Swimming pool, tennis, putting green, shuffleboard, badminton, fishing, boating, private beach
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Palm Beach Towers

Phone: Temple 3-5761
 Manager: Donald W. Paton
 Sales Manager: David W. Atchinson
 Convention Season: May 1 to Dec. 1
 Largest Group Accommodated: 300 (200 rooms available)
 Air Conditioning: Bedrooms, banquet halls
 Convention Rates: Single: 17.00; Double: 20.00; Suites: 20.00-40.00, European
 No. Mtg. Rms. & Capacity of Largest: 3 (300)
 No. Banquet Rms. & Capacity of Largest: 3 (300)
 Group Meal Rates: Breakfast: .85; Lunch: 2.25; Dinner: 3.75
 Liquor: Yes
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Stage: Yes
 Audio-Visual Aids: 16mm projector, PA system, spotlights
 Sports Facilities: Golf, tennis, swimming, fishing

Sea Breeze Hotel & Villas

See Advertisement, Page 89
 South Ocean Blvd. (Phone: JUstice 2-7471)
 Manager: Frank Williams
 Convention Season: May 1-Dec. 15
 Largest Group Accommodated: 268 (134 rooms available)
 Air Conditioning: Banquet rooms, bedrooms
 Convention Rates: Single: 7.00-10.00; Double: 9.00-11.00; Suite: 20.00-34.00; Dec. 15 to Feb. 1 and April 1 to May 1—Single: 10.00-14.00; Double: 12.00-16.00, European
 No. Mtg. Rms. & Capacity of Largest: 4 (200)
 No. Banquet Rms. & Capacity of Largest: 4 (150)
 Liquor: Yes
 Audio-Visual Aids: PA system, spotlights
 Stage: Yes
 Sports Facilities: Swimming pools, tennis courts, shuffleboard, fishing, boating, 500 ft. private beach, golf course nearby

PONTE VEDRA BEACH

Railroads: A.C.L.; S.A.L.; S. Ry.; F.E.C.; Ga. So. & Fla.—all to Jacksonville
 Airlines: Served through Jacksonville

Ponte Vedra Club — The Inn (HSMA)

See Advertisement, Page 89
 (Phone: ATwater 5-2121)
 Manager: Luther N. Grimes
 Asst. Manager: Mayhugh Courson
 Convention Season: All year, except Mar., Apr. July, August
 Largest Group Accommodated: 200 (75 rooms, 15 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Feb. and May—single: 30.00; Double: 38.00; parlor: 12.00 extra. June, Oct. thru Jan.—single: 22.00; Double: 34.00; Parlor: 12.00 extra, American

No. Mtg. Rms. & Capacity of Largest: 4 (150)
 No. Banquet Rms. & Capacity of Largest: 4 (120)
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit space: 3,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 16mm projector
 Stage: Portable
 Sports Facilities: Golf, swimming, tennis, shuffleboard, pitch and putt, fishing
 Hotel Representatives: Robert F. Warner Inc., Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

ST. AUGUSTINE

Railroads: F.E.C.

Monson Hotel and Motor Court (HSMA)

Bay St. (Phone: VAlley 9-2277)

SUCCESSFUL MEETINGS
 call for

Ponte Vedra

PONTE VEDRA BEACH
 FLORIDA

Directly on the Atlantic just 25 miles from Jacksonville with through train and plane service from all points.

Four meeting rooms accommodating up to 125. All guest and function rooms air-conditioned. Championship golf course at door, tennis, private beach, fresh water pool, pitch and putt golf, fresh and salt water fishing.

National and regional associations and companies find Ponte Vedra "tops" for meetings from September through February and from May 1st to June 15th. Write for details. Address Luther N. Grimes, Gen. Mgr., Ponte Vedra Club, Ponte Vedra Beach, Fla.
 Call ATwater 5-2121.



Florida's Foremost
 Four Season Resort

"Let Us Help You Make Things Happen!"

No Convention Too Large Or Too Small



ON THE OCEAN — PALM BEACH

The SEA BREEZE MOTEL HOTEL and VILLAS

- Air Conditioned meeting rooms
- Car rental service on premises
- Direct non-stop major air lines
- Planned Entertainment
- Movie and sound equipment
- Park in front of your room
- Two major railroad stations
- Golf • Tennis • Deep Sea Fishing

100% AIR CONDITIONED

500 ft. OCEAN BEACH with cabanas
 TWO SWIMMING POOLS fresh and salt water
 TWO DINING ROOMS with cocktail lounges

The Fabulous GOLD COAST Insures Your Most Successful Convention
 FOR RESERVATIONS OR COLORFUL BROCHURES PHONE, WIRE OR WRITE FRANK WILLIAMS
 2770 SOUTH OCEAN BOULEVARD • TELEPHONE JUSTICE 2-7471 • PALM BEACH, FLORIDA



TAKE
 TWO GIANT
 STEPS

One to Miami Beach, Convention Capital of the World. Then take Step No. 2 to The Shelborne, best-located convention hotel in Miami Beach. And at The Shelborne, you're just two giant steps from the new Miami Beach Auditorium, two giant steps from famed Lincoln Road. Yes, choosing The Shelborne is a giant step in the right direction—toward the most successful meeting you've ever had!

- Group accommodations and facilities for 350
- Smaller rooms for conferences, parties, etc.
- All convention equipment available
- Large exhibit area
- Oversized guest rooms and parlors
- Air-conditioned throughout
- Large private, sandy beach

For information, write, wire or phone collect Jack M. Stone, Director of Sales
 JEFerson 1-1271

SHELBORNE
 Oceanfront, 18th St., Miami Beach

A RESORTS INTERNATIONAL HOTEL
 Atop Lookout Mt., Castle In The Clouds
 In Jamaica, The Murrakesh



Especially for sales meetings, executive conferences or conventions seeking to establish that fellowship and relaxed congeniality offered by a site having a minimum of outside distractions.

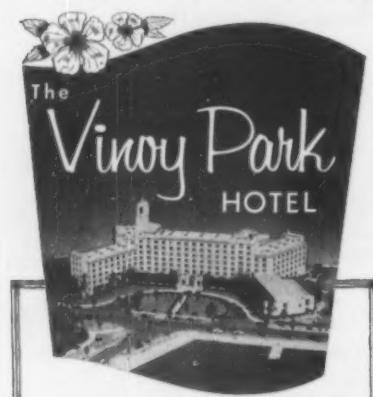
- Meeting rooms for 10 to 500
- Superb cuisine—2 dining rooms; superb Coffee Shop
- Cocktail Lounge—nightly entertainment

For dates, Fall, Winter, Spring
Write, wire, phone Sales Manager

SOORENO HOTEL

P. O. Box 3042

Phone 7-7801



Business is Fun at the Vinoy

You'll like the way the Vinoy Park Hotel helps you with your Convention or Business Meeting. Specially trained personnel anticipate every need and the meetings run smooth as silk. Meeting "breaks" mean a swim in the pool, a round of Par Three Golf on the grounds; or golf at the Sunset Country Club or an evening at the exclusive Bath Club. Overlooks Tampa Bay—can accommodate up to 700. Season, December to mid-April.

Sterling B. Bottome
Managing Director

ST. PETERSBURG, FLA.

FLORIDA

St. Augustine continued

Manager: John A. McIlhenny
Convention Season: All year
Largest Group Accommodated: 100 (90 rooms, 5 suites available)
Air Conditioning: Public rooms and cottages, some bedrooms
Convention Rates: Single: 5.00; Double: 8.00; Suites: 12.00, European
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming

Hotel Ponce de Leon

(Phone: Valley 9-5631)

Manager: J. Kilbourne Hyde
Convention Season: Jan. through April
Largest Group Accommodated: 400 (240 rooms, 20 suites available)
Convention Rates: Single: 18.00; Double: 34.00; Suites: 42.00-48.00, American, European can be arranged
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 2 (650)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Nominal
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm and slide projector
Stage: Available
Sports Facilities: Golf, tennis, swimming, shuffleboard

Ponce DeLeon Motor Lodge

P.O. Box 1291 (Phone: BAiley 4-2821)

Manager: William H. Summers
Convention Season: All year
Largest Group Accommodated: 220 (56 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-12.00; Double: 14.00-18.00; Suites: 25.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms. & Capacity of Largest: 1 (175)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, 16 mm, slide projector
Stage: Portable
Sports Facilities: Golf, swimming, bowling, badminton, shuffleboard

ST. PETERSBURG

Railroads: A.C.L.; S.A.L.
Airlines: DAL, EAL, Mackey, NAL, NEA, NWA, TCA, TWA

CONVENTION BUREAU

Convention Bureau
Chamber of Commerce
Al J. Morgan, Director

Colonial Inn and Desert Ranch

4300 Golf Blvd. (Phone: 22-1011)
Manager: John W. Astarita
Convention Season: All year
Largest Group Accommodated: 600 (350 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Apr. 5-Dec. 20—Single: 6.00-10.00; Double: 8.00-12.00; Suites: 12.00-20.00, Jan. 1-Apr. 15—Single: 14.00-20.00; Double: 16.00-22.00; Suites: 16.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (650)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: .75-1.50; Lunch: .85-2.50; Dinner: 2.50-7.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, fishing, shuffleboard, boating, golf

Soreno Hotel (HSMA)

See Advertisement, Page 90

Beach Dr. & First Ave. (Phone: 7-7801)
Manager: Martin C. McNiel
Sales Manager: Jack Nielson
Convention Season: Oct. 28 to May 15, except Feb. 1 to Mar. 25
Largest Group Accommodated: 550 (275 rooms, 28 suites available)
Air Conditioning: Two banquet and meeting rooms, ballroom
Convention Rates: American—Single: 20.00-22.00; Double: 32.00-34.00; Suites: 15.00-18.00, additional, European—Single: 14.00-16.00; Double: 20.00-22.00
No. Mtg. Rms. & Capacity of Largest: 6 (1,200)
No. Banquet Rms. & Capacity of Largest: 6 (700)
Group Meal Rates: Breakfast: from 1.50; Lunch: from 2.50; Dinner: from 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for large conventions
Net Exhibit Space: 26,633 sq. ft.
Audio-Visual Aids: PA system, spotlights, easels, 16mm projector & screen
Stage: Available (4'x6' sections)
Sports Facilities: Golf, tennis, swimming, horseback riding, fishing, sailing, skiing
Hotel Representatives: Robert F. Warner Inc., Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Suwannee Hotel

First Ave. & 5th St. North (Phone: 7-7871)

Managing Dir.: Paul Brown
Convention Season: All year, except Dec. 7, Jan., Feb., Mar.
Largest Group Accommodated: 200 (150 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 5.00; Double: 8.00; Suites: 12.00-20.00
No. Mtg. Rms. & Capacity of Largest: 3 (550)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: from 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: Screens, PA system, spotlights
Stage: Available

Tides Hotel and Bath Club

Gulf Blvd. at Redington Beach (Phone: 9-0111)

Manager: Phil Dross
Sales Manager: Jim Searce
Convention Season: Jan. 1 to 20, April 15th to Dec. 15
Largest Group Accommodated: 400 (200 rooms, 21 suites available)
Air Conditioning: Entire hotel
Convention Rates: May 15 to Dec. 15—Single: 6.00-10.00; Double: 8.00-12.00; Suites: 12.00-20.00; Jan. 1 to 20—Single: 14.00-20.00; Double: 16.00-22.00; Suites: 16.00-25.00, European, Add 7.00 per day per person for American
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: .85; Lunch: 1.25; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,204 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm and 35mm projectors, blackboards, easels
Stage: Available
Sports Facilities: Golf, swimming, water skiing, boating, fishing
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

The Vinoy Park (HSMA)

See Advertisement, Page 90

5th Ave. North & Beach Drive (Phone: 7-7891)
Manager: Sterling B. Bottome
Sales Manager: Jack Nielson
Convention Season: Mid Dec. to Mid Jan.; Mid Mar. through Apr.
Largest Group Accommodated: 650 (300 rooms, 25 suites available)
Air Conditioning: Two meeting rooms
Convention Rates: Single: 22.00; Double: 32.00; Suites: 17.00 daily for parlor in addition to bedroom charge, American
No. Mtg. Rms. & Capacity of Largest: 5 (750)
No. Banquet Rms. & Capacity of Largest: 2 (850)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None

Net Exhibit Space: 4,992 sq. ft. (booths only)
Audio-Visual Aids: PA system, spotlights, 16mm projector and screen
Stage: Available
Sports Facilities: Swimming, shuffleboard, putting green, golf, sailing, tennis, horseback riding
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc.; William P. Wolfe Organization (see pg. 29)

SANFORD

Railroads: A.C.L.; Str.

Giant's Mayfair Inn

1000 E. 1st Street (Phone: FA 2-3411, FA 2-4011)
Manager: Frank Melbane, Jr.
Sales Manager: Ruby Williams
Convention Season: Dec., Jan., Mar., April (small groups entire Summer)
Largest Group Accommodated: 325 (175 rooms, 20 suites available)
Air Conditioning: 30 bedrooms
Convention Rates: May-Dec.—Single: 4.00-6.00; Double: 5.00-8.00; Suites: 10.00-24.00, European plan, Dec.-May—Single: 12.00-14.00; Double: 20.00-28.00; Suites: 24.00-40.00, American plan.
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Charges included in convention rate
Net Exhibit Space: 3,200 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 16mm and slide projector
Stage: Yes
Sports Facilities: Golf, tennis, heated swimming pool, shuffleboard, solariums, boat and fishing dock

SARASOTA

Railroads: A.C.L.; S.A.L.
Airlines: NAL

AUDITORIUM

Municipal Auditorium

801 Tamiel Trail
Sarasota, Fla. (Phone: Ringling 7-1219)
Manager: Mason Baldwin
Exhibit Areas: Arena, 10,000 sq. ft. including aisles
Rental Fees and Services: \$150 to \$185 per day includes light, janitor, PA and air conditioning
Ventilation: Air conditioned
Ceiling Height: 15 ft. to 50 ft. (domed)
Dimensions, Opening to Exhibit Hall: 6' 10" wide; 6' 11" ft. clearance
PA System: Available and permanently installed
Columns: None
Utilities: 110; and 220 on request.
Loading Facilities: Loading platform
Meeting Rooms: Adjoining annex may be available
Facilities for Food Functions and Banquet
Capacity: Can seat banquet up to 900 — on kitchen facilities
Parking Facilities: Adequate
Distance from Business District: Three-fourths mile

Mira-Mar Hotel

Palm Ave. So. of Main (Phone: 2-5181)
Manager: Herbert W. Norton
Convention Season: Nov. 15 to June 1
Largest Group Accommodated: 200 (90 rooms and 6 suites available)
Convention Rates: Single: 4.00 to 6.00; Double: 6.00 to 9.00; Suites: from 12.00
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: .50 to 1.50; Lunch: .45 to 2.50; Dinner: 2.50 to 4.50
Liquor: Served in hotel
Air Conditioning: Some banquet halls and 1 meeting room
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Shuffleboard

TALLAHASSEE

Railroads: S.A.L.
Airlines: EAL, NAL

Floridan Hotel

Monroe & Call (Phone: 2-3850)
Manager: Carl L. Daniels

Sales Manager: Jim Bearce
Convention Season: All year
Largest Group Accommodated: 175 (126 rooms, 2 suites available)
Air Conditioning: 80% of bedrooms, banquet and meeting rooms
Convention Rates: Single: 4.00-7.00; Double: 7.00-10.00; Suites: 16.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,040 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights

TAMPA

Railroads: A.C.L.; S.A.L.
Airlines: CAP, DAL, EAL, Mackey, NAL, NEA, NWA, TCA, TWA

CONVENTION BUREAU

Convention Bureau
P. O. Box 420 (1)
Ralph Chapman, Manager

AUDITORIUM

Fort Homer Hesterly Armory

Tampa, Fla. (Phone: 8-3079)
Manager: E. V. Chasse
Exhibit Areas: 26,400 sq. ft.
Rental Fees and Services: Variable
Ventilation: Exhaust fans
Ceiling Height: 43 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by 10 ft.
Columns: None
Utilities: 110-220 current
Loading Facilities: Truck lift
Locations, Size or Storage Areas: 2 rooms, downstairs (30' x 70')—10' ceilings—garage doors
Meeting Rooms and Capacities: Two, 100 each
Facilities for Food Functions and Banquet
Capacity: Caterer can serve, 2,000
Parking Facilities: Free Parking for 1,000 cars
Distance from Business District: One mile

Floridan Hotel

905 Floridan Ave. (Phone: 25511)
Manager: J. B. Pickard
Convention Season: All year except Jan., Feb., March
Largest Group Accommodated: 250 (150 rooms available)
Convention Rates: Single: 6.00-8.00; Double: from 9.00-12.00; Suites: from 15.00-25.00

No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if used for convention
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Tampa Terrace (HSMA)

Lafayette & Florida Ave. (Phone: 2-5561)
Manager: Bartley Gay
Sales Manager: Robert Everingham
Convention Season: All year except Jan. to April
Largest Group Accommodated: 200 (150 rooms, 9 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-10.00; Double: 8.00-11.00; Suites: 18.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.75; Dinner: 2.95
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 5,253 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, aluminum easels
Stage: 50' x 15'

VERO BEACH

Royal Park Inn (A Treadway Inn)

See Advertisement, Pages 30, 31

(Phone: JO 2-2392)
Manager: John D. Lee
Convention Season: April to Jan. 20
Largest Group Accommodated: 100 (50 rooms, 1 suite available)
Air Conditioning: Some bedrooms
Convention Rates: May to Dec.—Single: 4.00-7.00; Double: 6.00-9.00; Suite: 12.00, European, Jan. to April—Single: 14.00; Double: 26.00, Modified American
No. Mtg. Rms. & Capacity of Largest: 1 (75)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: Spotlights
Sports Facilities: Golf, tennis, pool, beach, shuffleboard, fishing

WEST PALM BEACH

Railroads: F.E.C.; S.A.L.
Airlines: EAL, NAL, QA

In Tampa

HILLSBOROUGH COUNTY, FLORIDA

**you'll get more done
— and still have fun!**

Get more done and still have fun!
That's the good balance you get for your sales meeting or convention in Tampa. Recreation and entertainment? Sure, worlds of it, but not overemphasized to the point it cuts into your important business meetings.

Accommodations: Modern, air-conditioned hotels and motels; moderate year 'round rates.

Easy-to-get-to: By rail, air (9 airlines), bus, and arterial highways.



Facilities: Auditorium; meeting, exhibit and banquet rooms—for 25 delegates or 2500.

Service: Experienced, cooperative, Convention Department, staffed to relieve you of many details of registration, housing, programs, entertainment.

If you mean business, come to... Tampa!

FLORIDA

West Palm Beach continued

Hotel George Washington (HSMA)

1st St. & Flagler Drive (Phone: 8191)
 Manager: Hubert D. England
 Convention Season: All year
 Largest Group Accommodated: 400 (Jan. 15 to Mar. 15—can protect to 50 room occupancy and 4 suites.) Other time—to as many as 100 rooms and 8 suites)
 Convention Rates: Single: from 5.00; Double: from 8.00; Suites: 12.00
 No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
 No. Banquet Rms. & Capacity of Largest: 3 (1,000)
 Rates for Meals: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.50
 Air Conditioning: Entire hotel
 Charges for Banquet & Mtg. Rms.: None
 Liquor: Served in hotel
 Audio-Visual Aids: PA system, spotlights, projectors on rental basis
 Stage: Available
 Sports Facilities: Deep-sea fishing, swimming, cruise inland waters

Pennsylvania Hotel

Evernia at Flagler (Phone: TE 2-7101)
 Manager: H. E. Glass
 Convention Season: All year
 Largest Group Accommodated: 500 (300 rooms, 10 suites available)
 Air Conditioning: Bedrooms, banquet halls
 Convention Rates: Single: 6.00-8.00; Double: 10.00-12.00; Suites: 13.00-34.00, European
 No. Mtg. Rms. & Capacity of Largest: 5 (500)
 No. Banquet Rms. & Capacity of Largest: 5 (500)
 Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Net Exhibit Space: 12,000 sq. ft. on one floor, separate area
 Audio-Visual Aids: PA system, spotlights, all types of projectors available



South's Supreme Hotel with a Personal Touch

- ★ Atlanta's largest Exhibition Hall—seating 2500, located at ground level, no elevators required and completely staffed and equipped.
- ★ Banquets—20 to 2000.
- ★ Twenty-seven (27) meeting rooms adjacent.
- ★ Five (5) restaurants in latest vogue.
- ★ Nation's finest floor of meeting rooms.
- ★ Fabulous Empire Room with dining, dancing and star entertainment.
- ★ Arcade Shops of latest decoration.
- ★ Suites furnished in imported fabrics and collectors' items.
- ★ Summer Garden dining and dancing. Rainbow mystic lighting surrounds you. Entertainment is the fastest 50 minutes in show business.

A small City, within itself, with Southern hospitality flowering.



Atlanta Biltmore

Stage: Available
 Sports Facilities: Golf, swimming, tennis, sailing, fishing

GEORGIA

ALBANY

Railroads: A. & N., A.C.L., S.A.L.: C. of Ga., G.N.
 Airlines: EAL, SOU

New Albany Hotel

Pine & Jackson Sts. (Phone: HEMlock 2-6231)
 Manager: Sam Farkas
 Convention Season: All year
 Largest Group Accommodated: 200 (150 rooms, 2 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 5.00-6.50; Double: 8.00-10.00; Suites: 15.00-25.00, European
 No. Mtg. Rms. & Capacity of Largest: 4 (600)
 No. Banquet Rms. & Capacity of Largest: 4 (450)
 Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 15.00 to 100.00
 Charges for Exhibit Areas: 25.00 to 100.00
 Net Exhibit Space: 5,000 sq. ft. on one floor, separate area
 Audio-Visual Aids: PA system, spotlights
 Stage: Available

Radium Springs

Radium Springs Road (Phone: HE 6-3345)
 Manager: Carl Caldwell
 Convention Season: All year, prefer May, Sept. Oct. and Nov.
 Largest Group Accommodated: 100 (50 rooms, 4 suites available)
 Air Conditioning: All bedrooms, small banquet rooms
 Convention Rates: Single: 5.00-8.00; Double: 7.50-13.00; Suites: 19.00-21.00, European
 No. Mtg. Rms. & Capacity of Largest: 4 (500)
 No. Banquet Rms. & Capacity of Largest: 4 (500)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: Vary
 Charges for Exhibit Areas: Vary
 Net Exhibit Space: 4,000 sq. ft. on two floors
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Swimming, fishing, golfing, badminton, shuffleboard

ATLANTA

Railroads: C. of Ga.; S.A.L.; L. & N.; Southern; A. & W. P.; Ga.; A.C.L.; N.C. & St. L.
 Airlines: CAP, DAL, EAL, NWA, SOU, TWA

CONVENTION BUREAU

Atlanta Convention Bureau
 912 Rhodes-Haverly Bldg. (3)
 Walter E. Crawford, Executive Vice President

AUDITORIUM

Atlanta Municipal Auditorium

30 Courtland St., S.E. (JA 2-6371)
 Manager: H. H. Niebruegge
 Exhibit Areas: Arena, 10,290 sq. ft.; Taft Hall, 4,000 sq. ft.; Ex. Hall #1, 5,500; Ex. Hall #2, 4,400 sq. ft.; Ex. Hall #3, 7,000 sq. ft.; Com. Room #1, 1,314 sq. ft.; Com. Room #2, 2,386 sq. ft.; Sky Room, 7,500 sq. ft.
 Rental Fees and Services: Arena \$300 per day; Taft Hall, \$100; Ex. Hall #1, \$100; Ex. Hall #2, \$75; Ex. Hall #3, \$125; Com. Room #1, \$25; Com. Room #2, \$40; Sky Room, \$100. Includes heat, light, water, janitor service, 2 forklift trucks and operators, and labor that can be spared.
 Floor Load: Unlimited. Ventilation: Fully air conditioned
 Dimensions, Opening to Exhibit Hall: Truck door 11 ft. high
 Columns: None to Main Arena; Ex. Hall #2 and #3, 18 in. on 20 ft. centers
 Utilities: 208 volt current, gas hot water
 Loading Facilities: Two forklift trucks and operators
 Storage Areas: Basement, sufficient for all shows

Meeting Rooms and Capacities: Committee Rooms #1 and #2, 125 and 250
 Facilities for Food Functions: Outside caterers can serve banquets up to 1,200
 Parking Facilities: Limited; commercial lots adjacent have space for 600 cars
 Distance from Business District: Five blocks

Atlanta Biltmore (HSMA)

See Advertisement, Page 92

W. Peachtree, 5th, 6th & Cypress Sts. (Phone: TR 5-3461)
 V.P.-Gen. Manager: D. O. Bousso
 Sales Manager: Charlie L. Bird
 Convention Season: All year
 Largest Group Accommodated: 775 (400 rooms, 30 suites available)
 Air Conditioning: Banquet and meeting rooms, bedrooms
 Convention Rates: Single: 8.00-12.00; Double: 11.00-18.00; Suites: 25.00-60.00
 No. Mtg. Rms. & Capacity of Largest: 24 (2,500)
 No. Banquet Rms. & Capacity of Largest: 24 (2,500)
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Net Exhibit Space: 23,098 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Yes
 Sports Facilities: Golf, swimming, tennis, riding nearby

Dinkler Plaza Hotel (HSMA)

See Advertisement, Page 38

98 Forsyth St. N.W. (Phone: JACkson 4-2461; Telegraph AT298)
 Manager: George Fowler
 Sales Manager: Jon Barnes
 Convention Season: All year
 Largest Group Accommodated: 750 (300 rooms, 15 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 7.00-12.50; Double: 10.00-16.50; Suites: 36.50-41.00, European
 No. Mtg. Rms. & Capacity of Largest: 19 (2,000)
 No. Banquet Rms. & Capacity of Largest: 19 (1,500)
 Group Meal Rates: Breakfast: 1.75; Lunch: 3.00; Dinner: 4.25
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: 25.00 to 450.00
 Net Exhibit Space: 10,634 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, projectors of all sizes
 Stage: Available
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Georgia Hotel

Luckie and Cone Sts. (Phone: JA 5-3501)
 Manager: D. L. Filippin
 Sales Manager: T. M. Cavender
 Convention Season: All year
 Largest Group Accommodated: 400 (250 rooms, 6 suites available)
 Air Conditioning: Banquet and meeting rooms, some bedrooms
 Convention Rates: Single: 5.50-8.00; Double: 7.50-9.50; Suites: 15.00-25.00
 No. Mtg. Rms. & Capacity of Largest: 4 (300)
 No. Banquet Rms. & Capacity of Largest: 3 (200)
 Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
 Liquor: Bottles only
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 2,000 sq. ft. on one floor
 Stage: Yes

Henry Grady Hotel (HSMA)

210 Peachtree St. (Phone: JA 4-3211) Teletype AT 102)
 Manager: L. O. Moseley
 Sales Manager: J. P. (Jim) Hovis
 Convention Season: All year
 Largest Group Accommodated: 750 (550 rooms, 17 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 7.00-14.00; Double: 10.00-16.00; Suites: 20.00-35.00, European
 No. Banquet Rms. & Capacity of Largest: 8 (350)
 No. Mtg. Rms. & Capacity of Largest: 8 (350)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 15.00 to 300.00
 Net Exhibit Space: 7,800 sq. ft.
 Audio-Visual Aids: PA system, spotlights
 Stage: Portable

AUGUSTA

Railroads: A.C.L.; A. & S.; C. of Ga.; Ga.; C. & W.C.; G. & F.; Southern
Airlines: DAL, EAL

AUDITORIUM

Bell Auditorium

712 Telfair St. (Phone: PA 2-7788-9)

Manager: J. F. Beddingfield
Exhibit Areas: 32,000. Main Arena: 10,800 sq. ft.;
Exhibition Hall: 21,200 sq. ft.
Rental Fees: On application
Floor Load: 1,000 lbs. per sq. ft.
Ventilation: Air-conditioned
Ceiling Height: 42 ft. in Arena; Exhibition Hall 10 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft.
Columns: 20 ft. apart Exhibition Hall
Utilities: 600 Amp. current
Loading Facilities: Drive-in ramp
Location Size of Storage Areas: Basement, 25 ft. by 40 ft.
Meeting Rooms: Four
Facilities to Handle Food Functions and Banquet Capacities: Banquet for 1,500
Parking Facilities: Fair
Distance from Business District: Three blocks

Bon Air Hotel (HSMA)

Walton Way & Hickman Rd. Phone: REgent 3-3661
Manager: Harold R. Norman
Sales Manager: Bill Boswell
Convention Season: All year
Largest Group Accommodated: 750 (350 rooms, 20 suites available)
Air Conditioning: All banquet and meeting rooms, 300 bedrooms
Convention Rates: Single: 5.00-8.00; Double: 7.50-11.00; Suites: 16.00-40.00. European, American on request
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 12 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 14,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf, fishing, hunting, ping pong, putting, badminton, swimming

Richmond Hotel

744 Broad St. (Phone: 2-5541)
Manager: Ray Campbell
Sales Manager: Miss Joyce Bryant
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 7 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.25; Double: 7.00-11.00; Suites: 14.00-16.00
No. Mtg. Rms. & Capacity of Largest: 7 (275)
No. Banquet Rms. & Capacity of Largest: 7 (275)
Group Meal Rates: Breakfast: .50 to 1.25; Lunch: .55 to 1.40; Dinner: 1.50 to 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if meal is served
Net Exhibit Space: 4,550 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, podium, blackboard
Stage: Available
Sports Facilities: 3 golf courses

COLUMBUS

Railroads: C. of Ga.; S.A.L.; So. Ry.
Airlines: DAL, EAL, SOU

AUDITORIUM

Columbus Municipal Auditorium

(Phone: FA 3-3636)
Manager: Hubert Stubbs
Exhibit Areas and Square Footage of Each:
One—16,000 sq. ft.
Rental Fees and Services Included in Rent: For afternoon performance \$125.00 or 10% whichever is the greater. Evening performance \$150.00 or 10% whichever is greater.
Ventilation: 14—36" Exhaust fans
Ceiling Height: 55 ft. PA System: Yes

Dimensions, Opening to Exhibit Hall: 171 ft. long, 192 ft. wide
Columns, Locations and Dimensions: None
Current and Utilities Available: 12—110 outlets, 6 telephones & 6 microphone, 12—220 outlets in arena floor
Loading Facilities: Two 12 ft. ramps at rear doors
Locations, Size of Storage Areas: Ample
Parking Facilities: 1,500 cars
Distance from Business District: 8 blocks

Ralston Hotel

12th St. & 2nd Ave. (Phone: FAirfax 2-7331)
Manager: O. L. Betts, Jr.
Resident Manager: Robert E. Goss
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-8.50; Double: 8.00-11.00; Suites: 15.00-30.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Wine, beer, champagne
Charges for Mtg. Rms.: 10.00 to 100.00
Charges for Exhibit Areas: 10.00 to 100.00
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, easels, blackboards
Stage: Yes (12 sections, 4'x8')
Sports Facilities: Golf, swimming, tennis, boating, fishing, bowling nearby

MACON

Railroads: C. of Ga.; M.D. & Sav.; Ga. So. & F.; Southern
Airlines: DAL, EAL

Hotel Dempsey

Cherry at Third (Phone: 2-2511)
Manager: W. P. Jackson
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-11.00; Double: 7.00-13.00; Suites: 25.75-33.39
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.50 up; Lunch: 2.00 up; Dinner: 2.75 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None where meal is served
Audio-Visual Aids: PA system
Stage: Available

ST. SIMONS ISLAND

Railroads: So. to Brunswick; S.A.L. to Thalmann;
A.C.L. to Nahutta
Airlines: DAL, EAL

King & Prince Hotel

(Phone: 3411)
Manager: Gadi Timbes
Convention Season: All year, except Mar & Apr.
Largest Group Accommodated: 150 (75 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, 40 bedrooms
Convention Rates: Single: 14.50-18.50; Double: 22.50-28.50; Suites: 34.00-46.00. American
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,533 sq. ft., 3,466 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Shuffleboard, table tennis, cycling, horseback riding, golf, tennis, fishing, private beach & freshwater swimming pool
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

SAVANNAH

Railroads: A.C.L.; C. of Ga.; S.A.L.; Southern; Sav. & A.
Airlines: DAL, EAL, NAL

The De Soto (HSMA)

Liberty & Bull Sts. (Phone: ADams 2-0171)

Manager: Don B. Grady
Sales Manager: Miss Angie Barker
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-14.00; Double: 8.00-15.00; Suites: 15.00-40.00. European
No. Mtg. Rms. & Capacity of Largest: 7 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (650)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, screen, projectors available in city
Stage: Available
Sports Facilities: Swimming pool

Manger Hotel (HSMA)

See Advertisement, Page 93

Bull & Congress Sts. (Phone: ADams 2-6121; Teletype: SV-4055)
Manager: Harry Weissinger
Sales Manager: Bernard Gleason
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-8.50; Double: 8.50-12.00; Suites: from 18.50
No. Mtg. Rms. & Capacity of Largest: 4 (275)
No. Banquet Rms. & Capacity of Largest: 4 (250)
Group Meal Rates: Breakfast: from 1.00; Lunch: from 1.50; Dinner: from 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: from 10.00
Net Exhibit Space: 6,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

SEA ISLAND

Railroads: So. to Brunswick; S.A.L. to Thalmann;
A.C.L. to Nahutta
Airlines: DAL, EAL

The Cloister Hotel (HSMA)

(Phone: 3611)

in SAVANNAH

YOUR GROUP GETS



WHEN YOU MEET AT THE

Manger Hotel

Service plus superb meeting-room facilities insure the success of your meeting at The Manger Hotel. Every detail is handled with care, precision and foresight by an experienced, helpful staff. Completely air-conditioned, with function rooms for 300 persons, with entire floor of sample rooms . . . and Manger service at every step!

For complete details, contact Harry Weissinger, Manager, The Manger Hotel, 36 Bull St., Savannah, Ga. Telephone: ADams 2-6121, Teletype: SV-4055

GEORGIA Sea Island continued

Manager: I. A. Harned
Convention Season: Jan., Feb., May 15 to June 15, Sept., Nov., Dec.
Largest Group Accommodated: 175 (90 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: June 1 to Sept. 1—Single: 22.00; Double: 33.00; Suite: 45.00; Sept. 1 to Feb. 1—Single: 24.00; Double: 37.00; Suite: 47.00; Feb. 1 to May 1—Single: 25.00; Double: 41.00; Suite: 55.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 3.00; Dinner: 5.50
Liquor: Served in hotel

Charges for Mtg. Rms.: None
Net Exhibit Space: None available
Audio-Visual Aids: PA system, spotlights, tape recorder, 16mm sound projector, blackboards, 35mm slide projector
Sports Facilities: Golf, tennis, cycling, fishing, putting course, croquet, shuffleboard, lawn bowling, horseback riding, skeet shooting, cool and ocean swimming
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

HAWAII

HONOLULU

Airlines: Aloha, CPA, NWA, PAA, UAL



MOST EXCITING CONVENTION AREA IN THE WORLD ...!

Plan your convention for the one area in the world that has everything. Make Hawaii the prize of your sales incentive program. For here are flawless climate, scenic beauty, and every conceivable facility for fun and down-to-earth business.

There are convention halls and rooms of rare beauty and efficiency. Exotic food to sample, and no other resort area in America offers such reasonable rates.

For a rousingly successful meeting plan it in Hawaii. Or, if it is in one of the western states, schedule a post-convention tour to these enchanting islands.

For more information about the world's most exciting convention area, write or wire:

HAWAII VISITORS BUREAU

2051 Kalakaua Ave., Honolulu, Hawaii
618 Wrigley Bldg., Chicago, Illinois
212 Stockton St., San Francisco, California

CONVENTION BUREAU

Hawaii Visitors Bureau

See Advertisement, Page 94

205 Kalakaua Ave.
James Townsend, Managing Director
212 Stockton St.
San Francisco, Cal.
Robert Coyner, Convention Manager

Edgewater Hotel

2148 Kalia Rd. (Phone: 99-6464)
Manager: Jim Kanellier
Sales Manager: Jack Gillett
Convention Season: All year
Largest Group Accommodated: 400 (180 rooms, 12 suites available)
Convention Rates: Single: 6.00; Double: 8.50 to 14.00; Suites: 16.00 to 25.00
No. Mtg. Rms. & Capacity of Largest: 1 (250)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 2.00 to 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Audio-Visual Aids: PA system, spotlights
Stage: Available

Halekulani Hotel

2199 Kalia Rd. (Phone: 9-0934)
Manager: Richard K. Kimball
Sales Manager: Henry Rittmeister
Convention Season: May, June, Sept. to Nov.
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: 12.00-14.00; Double: 14.00-16.00; Suites: 20.00-24.00, European
No. Mtg. Rms. & Capacity of Largest: 1 (125)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: 16mm sound projector, PA system, spotlights
Stage: Yes ('x15')
Sports Facilities: Watersports, tennis, golf
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

MEETING PLANNERS HANDBOOK

Handy, pocket-size booklet contains reprints of some of the most popular articles on meeting planning that have appeared in Sales Meetings Magazine.

32 pages—more than 14 articles

CONTENTS

- What I've Learned from My 11,000 Speaking Engagements
- Put Small Groups to Work for Idea Developments
- Guided Conference: Good Substitute for Skilled Leadership
- Why Doesn't Brainstorming Always Seem to Work?
- Buzz-Write Workshop Insures Participation
- A Conference Is a Contest—Do You Win Or Lose?
- If It's Worth Saying It's Worth Reporting
- How Bankers Become Good Speakers
- 43 Ways to Excite Interest in Your Meeting Objectives
- For the Modern Meeting Planner: Guide to Styles, Groups, Methods
- Good Audiences—Made Not Born
- It's Real Work to Plan Women's Activities
- Your Planning On-the-Spot Program Change Is Valuable
- How to Get the Most Out of Hotel Service

Send 50 cents in coin to:

Readers' Service Dept.
SALES MEETINGS Magazine
1212 Chestnut St., Phila. 7, Pa.

Hawaiian Village Hotel

See Advertisement, Page 56

2005 Kalia Road (Phone: 994321; Telegraph: Hawaii Kai)

Manager: James E. Durham

Convention Season: All year

Largest Group Accommodated: 1,000 (500 rooms, 18 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 14.00-23.00; Double: 16.00-25.00; Suites: 35.00-135.00. European

No. Mtg. Rms. & Capacity of Largest: 14 (2,000)

No. Banquet Rms. & Capacity of Largest: 11 (2,000)

Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.25

Charges for Mtg. Rms.: None if meals included or hotel is designated convention headquarters

Charges for Exhibit Areas: Same as for mtg. rms.

Liquor: Served in hotel

Net Exhibit Space: 17,000 sq. ft. on one floor, included in meeting space

Audio-Visual Aids: PA system, spotlights, 16mm projector

Stage: Yes

Sports Facilities: Five swimming pools, water skiing, surfboarding, outriggers, canoes, catamaran sailing, skin diving, volley ball, paddle tennis, shuffleboard

Moana Surfrider Hotel

See Advertisement, Page 95

Waikiki Beach (Phone: 939-811; Telegraph: Moana Hotel)

Manager: H. C. Donnelly

Sales Manager: George N. Lemmon

Convention Season: All year

Largest Group Accommodated: 806 (400 rooms available)

Convention Rates: Single: 10.00-22.00; Double: 14.00-26.00. European

No. Mtg. Rms. & Capacity of Largest: 2 (200)

No. Banquet Rms. & Capacity of Largest: 3 (200)

Group Meal Rate: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00

Liquor: Served in hotel

Charges for Mtg. Rms.: Varies

Charges for Exhibit Areas: Varies

Net Exhibit Space: 1,152 sq. ft. on one floor, included in meeting areas

Audio-Visual Aids: PA system, spotlights, blackboards, screens, 16mm projector

Stage: Available

Sports Facilities: Swimming, surfing, canoeing, catamaran rides, golf, horseback riding, water skiing, tennis

Princess Kaiulani Hotel

See Advertisement, Page 95

Waikiki Beach (Phone: 938-411; Telegraph: Sheraton Hotels)

Manager: J. Filoni

Sales Manager: George Lemmon

Convention Season: All year

Largest Group Accommodated: 547 (300 rooms)

Convention Rates: Single: 10.00-17.00; Double: 14.00-21.00

No. Mtg. Rms. & Capacity of Largest: 4 (1,000)

No. Banquet Rms. & Capacity of Largest: 4 (450)

Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00

Convention Rates: Single: 8.00 to 12.00; Double: 10.00 to 18.00; Suites: 24.00 to 35.00. European

Liquor: Served in hotel

Net Exhibit Space: 9,480 sq. ft. on one floor, included in meeting space

Audio-Visual Aids: PA system, spotlights, blackboards, screens

Stage: Available

Sports Facilities: Swimming pool, tennis, horseback riding, surfing, canoeing, catamaran riding, golf

Reef Hotel

2169 Kalia Road (Phone: 99-6464; Telegraph: Reef-honolulu)

Manager: Roy C. Kelley

Sales Manager: Jack Gillett

Convention Season: All months except Feb., March, July, August

Largest Group Accommodated: 423 (150 rooms, 12 suites available)

Air Conditioning: Banquet rooms

No. Mtg. Rms. & Capacity of Largest: 9 (450)

No. Banquet Rms. & Capacity of Largest: 8 (800)

Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.50

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: 35.00 per booth

Audio-Visual Aids: PA system, spotlights, screen

Stage: Available

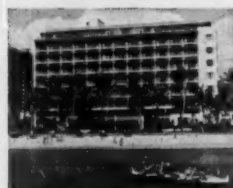
Sports Facilities: All water sports, golf, tennis

SHERATON

OFFERS YOU THE LURE OF
HAWAII FOR YOUR NEXT
CONVENTION



THE ROYAL HAWAIIAN



THE MOANA



THE PRINCESS KAIULANI



THE SURFRIDER

Now Sheraton, the convention expert, is ready to serve you in Hawaii. This means you gain the advantage of a location that's tops in visitor appeal plus Sheraton's 20 years of experience in handling conventions of every size and description. Most important, you can choose from four of the world's most luxurious hotels — all on the beach at Waikiki:

The Royal Hawaiian — 7 function rooms seating from 25 to 1200. 350 guest rooms.

The Princess Kaiulani — 4 rooms and terrace seating from 25 to 450. 300 guest rooms.

The Moana — Convention room and open-air Banyan Court seating from 200 to 1000. 250 guest rooms.

The Surfrider — 2 rooms seating 30 to 100. 150 guest rooms.
Note: Groups meeting at any of these 4 hotels can make use of the adjacent, air-conditioned Meeting House that seats 1,000 or 5 smaller groups.

MR. LLOYD B. CARSWELL, General Manager

For full information, contact Robert Chandler, Sales Manager,
2978 Wilshire Boulevard, Los Angeles, California.

Meeting in
HONOLULU?

Fly the
Extra Care Line



Less time en route... smoother flying and greater on-time dependability... service from most major cities.

For convention and post-convention tour planning, call or write
M. M. Mathews, Mgr.,
Convention Sales, 36 S. Wabash,
Chicago 3, Ill.



WIDE-OPEN
AND WESTERN...

wonderful
FOR CONVENTIONS

Sun Valley
IDAHO

Barbecue at Trail Creek Cabin

Here's the place where business is a pleasure, thanks to the tonic effect of the mountainside setting ... excellent hotel accommodations ... superb food and service ... and the many pleasurable ways you can spend your free time. Golf, fishing, swimming, tennis, riding, bowling, trapshooting and ski-lift riding tell part of the story.

For the complete picture let us send you our convention folder. Address Mr. Winston McCrea, Mgr., Sun Valley, Idaho (or phone Sun Valley 3311) or Union Pacific Railroad, Room 2639, Omaha 2, Nebraska.

Owned and operated by
UNION PACIFIC RAILROAD

MEETING ROOMS

	Max. Capacity
OPERA HOUSE	300
DUCHIN ROOM	100
SLALOM ROOM	100
Numerous smaller rooms	20 to 50

BANQUET ROOMS

	Max. Capacity
LODGE DINING ROOM	350
CONTINENTAL	600

RATES

	AMERICAN PLAN	INN
LODGE	\$18	\$16
	per person, two in a room	
	\$21	\$19
	per person, single room	
	(European Plan rates on request)	

CAPACITY

Sleeping accommodations for 500 persons



HAWAII

Honolulu continued

Royal Hawaiian Hotel

See Advertisement, Page 95

Waikiki Beach (Phone: 90511; Telegraph: Sheraton Hotels)
Manager: Frank L. Swadley
Sales Manager: George N. Lemmon
Convention Season: All year
Largest Group Accommodated: 697 (350 rooms, 36 suites available)
Convention Rates: Single: 17.00-32.00; Double: 22.00-37.00; Suite: 20.00-98.00, European
No. Mtg. Rms. & Capacity of Largest 3 (1,200)
No. Banquet Rms. & Capacity of Largest: 3 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: Vary
Net Exhibit Space: 2,448 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes
Sports Facilities: Tennis, swimming, surfing, canoeing, catamaran riding, golf, volleyball

Waikiki Biltmore Hotel

2424 Kalakaua Ave. (Phone: 935711; Telegraph: Biltmore)
Manager: John D. Mace
Convention Season: All year
Largest Group Accommodated: 500 (246 rooms, 3 suites available)
Convention Rates: Single: 10.00; Double: 13.00; Suites: 50.00, European
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Group Meal Rates: Breakfast: .90; Lunch: from 1.25; Dinner: from 1.85
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meal served
Charges for Exhibit Areas: 15.00 to 25.00
Net Exhibit Space: 1,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, bowling, surf board riding, outrigger canoe riding, catamaran rides

IDAHO

BOISE

Railroads: U.P. Sys.
Airlines: UAL, WCA

Hotel Boise

See Advertisement, Page 56

8th & Bannock (Phone: 2-5511)
Manager: John Mangini
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 4 suites)
Air Conditioning: 6 banquet and meeting rooms, 100 bedrooms
Convention Rates: Single: 6.50-10.00; Double: 9.00-15.00; Suites: 17.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 100.00
Net Exhibit Space: 3,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screen, projectors on rental basis
Stage: Yes
Sports Facilities: Golf, skiing, swimming, fishing

Owyhee Hotel & Motor Inn

See Advertisement, Page 56

1109 Main St. (Phone: 3-4611)
Manager: Basil Miaullis
Sales Manager: Jack Hyder
Convention Season: All year
Largest Group Accommodated: 160 (75 rooms, 4 suites available)

Air Conditioning: 103 bedrooms, banquet and meeting rooms
Convention Rates: Single: 5.50-12.00; Double: 7.50-15.00; Suites: 18.00-28.00. European
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 5
Group Meal Rates: Breakfast: 1.50; Lunch: 1.65; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 3,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, black-boards, easel, screens
Stage: Available
Stage Facilities: Sinking, fishing, hunting, golf, trap shooting, swimming

POCATELLO

Bannock

105 S. Arthur (Phone: CEdar 3-1260)
Manager: Raymond A. Dodge, Jr.
Sales Manager: Jack Hyder
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms, 6 suites available)
Air Conditioning: 25% bedrooms, banquet halls
Convention Rates: Single: 5.50 to 7.50; Double: 7.25 to 10.00; Suites: up to 20.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms.: 6
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00
Charges for Exhibit Areas: 10.00 average
Net Exhibit Space: 3,500 sq. ft. all on one floor included in meeting room space
Audio-Visual Aids: PA system, spotlights, screens. Rentals available
Stage: Yes (6 ft. by 30 ft.)

SUN VALLEY

Railroads: U.P. Sys.
Airlines: UAL, WCA (served through Twin Falls)

Sun Valley Lodge & The Challenger Inn (HSMA)

See Advertisement, Page 96

(Phone: 3311)
Manager: Winston McCrea
Sales Manager: Adolph Roubicek
Convention Season: Apr. 15-June 30, after Labor Day to Oct. 15
Largest Group Accommodated: 500 (292 rooms, 4 suites available)
Convention Rates: Single: 21.00; Double: 18.00 per person; Inn: 19.00 single, 16.00 per person double, American
No. Mtg. Rms. & Capacity of Largest: 8 (479)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Comes with American plan rate
Net Exhibit Space: 1,700 sq. ft.
Audio-Visual Aids: PA system, spotlight, 16mm, 35mm and 3/4 x 4 projectors
Stage: Available
Sports Facilities: Golf, ice skating, horseback riding, bowling, tennis, trap and skeet shooting
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

ILLINOIS

CHICAGO

Railroads: G.M. & O.; Santa Fe; Balt. & Ohio; Burl.; Chi. & E. Ill.; C. & N.W.; Chi. & W. Ind.; Chi. Gr. W.; Chi., Ind. & Louisv.; C.M. St. P. & P.; Erie; Grank Tr.; Ill. Cent.; Mich. Cent.; N.Y. Chi. & St. L.; Penna.; Wab. C. & I.W.; B. of C.; C. & O.; C.A. & El.; C.J.; Ch. S. Sh. & So. B.; C.N.S. & M.; C.R. & I.; I.N.; M. Jn.; B. & O. C. T.; C.C.C. & St. L.; N.Y.C. & C.R.I. & P.; Ind Harbor Belt; Soo Line
Airlines: AAL, BNF, CAP, CAL, Chicago, copter, DAL, EAL, LCA, NOR, NWA, OZA, TCA, TWA, UAL

CONVENTION BUREAU

Chicago Convention Bureau
 134 N. LaSalle St. (2)
Chester A. Wilkins, Executive Director

AUDITORIUMS

Chicago Exposition Center

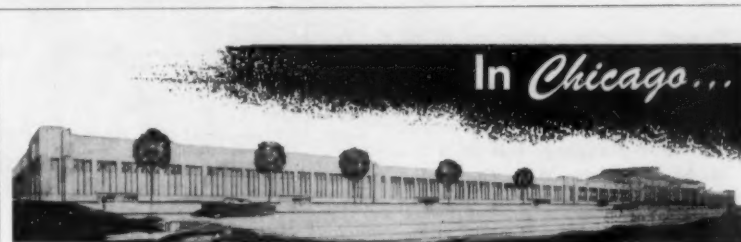
208 South LaSalle St. (Phone: Central 6-6037)
Manager: Ed Lee
Exhibit Areas: 300,000 sq. ft.
Rental Fees: 50 cents per net sq. ft. Includes crate storage, general cleaning, perimeter guard service, general lighting, heat, air-conditioning
Floor Load: 400 lbs. per sq. ft.
Ventilation: Air-conditioned
Ceiling Height: 30 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 18 ft. by 20 ft.
No. of Elevators and Capacities: All facilities on ground level

Columns, Location and Dimensions: 210 ft. clear span
Current and Utilities Available: 110, 220, 440 AC or DC, gas, water, drainage, steam, compressed air
Loading Facilities: Railroad siding, 13 truck doors, 90 ft. of docks
Location, Size of Storage Areas: 200,000 sq. ft., lower level
Number of Meeting Rooms and Capacities: 16 (5,000)
Facilities to Handle Food Functions: Can handle banquet for 5,000
Parking Facilities: 7,500 cars
Distance from Business District: 2.5 miles

International Amphitheatre

See Advertisement, Page 97

41st and S. Halsted Sts. (Yards 7-5580)
Manager: Merton E. Thayer
Exhibit Areas: 585,000 sq. ft.



There is No Reason Why...

Your Very Next Convention
 or Sales Meeting Should Not Be
 in The Internationally Famous

International Amphitheatre

Chicago . . . the convention city . . . is the natural spot for your next meeting. The International Amphitheatre has the facilities to accommodate meetings, conventions and exhibitions of any size.

- 585,000 Sq. Ft. Exhibit Space
- Air Conditioned Arena Seats 13,500
- New Public Address System
- Parking for 7,500 Cars
- Individual Halls 4,000 to 180,000 Sq. Ft.
- 15 Minutes from the Loop

Direct Your Inquiries To
M. E. Thayer, General Manager

Meetings?
 Any Size

Many Smaller Rooms
 Available . . .
 Adjoining Nationally
 Famous Restaurants



Adjoining the Amphitheatre . . .

Stock Yard Inn

A charming atmosphere housing some of the world's most famous restaurants. Complete facilities for sales meetings, banquets and special dinners for groups of 25 to 800. It will pay you to write for literature, plans and banquet menus.

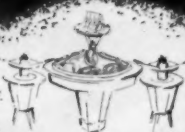
Direct Inquiries to
Mr. Robert Foss, General Manager

International Amphitheatre

42nd and Halsted • Chicago 9, Illinois

they like it!

Chicago Automobile Show
 Chicago National Boat Show
 Chicago Sportsman's and
 Vacation Show
 International Livestock Exposition
 and Horse Show
 International Kennel
 Club Dog Show
 International Dairy
 Show and Rodeo
 National Metal Exposition
 International Heating and
 Air-Conditioning Exposition
 Republican and Democratic
 National Conventions
 National Packaging Exposition
 Materials Handling Exposition
 National Machine Tool
 Builders' Show
 Road Builders' Show
 and other leading
 expositions



home of the
 internationally famous

Sirloin Room

"where the steak is born"

- Private dining rooms and meeting rooms
- Four Seasons and Harvest banquet rooms
- Pastillion Room for private meetings
- Saddle and Sirloin Club facilities

GOING TO CHICAGO? MAKE A DATE WITH THE "8"

Newest, quietest, roomiest of all.
United Air Lines DC-8 Jet Mainliner®
is the *best of the jets*. Fly it soon.

For convention and post-convention tour planning, call or write:
M. M. Mathews, Mgr., Convention
Sales, 36 S. Wabash, Chicago 3, Ill.



**hold
your next
MEETING
at the**

LaSalle HOTEL

LA SALLE AT MADISON
CHICAGO
Teletype CG28

- ★ Complete facilities adaptable to any type of function
- ★ Personalized attention to every detail
- ★ Convenient to railroad terminals
- ★ Located in the center of downtown Chicago
- ★ Gracious, modern atmosphere, plus traditional LaSalle hospitality

write for new brochure showing room charts, floor plans and full details

Allen Stubbins M.P. Mathewson
General Manager Vice President, Sales

ILLINOIS Chicago continued

Rental Fees and Services: On application
Floor Load: First floor, unlimited; second, 180 lbs. per sq. ft.
Ventilation: Natural and forced air; Arena and side halls air conditioned
Ceiling Height: 14 ft. 23 ft., 87 ft., 20 ft., 27 ft.
P. A. System: In main Arena and adjoining six halls
Dimensions, Opening to Exhibit Hall: 14 ft. high by 16 ft. wide
Elevators and Capacities: Two, 8,000 lbs.
Columns: 2 ft. diameter; 25.5 ft. by 26 ft. and 26 ft. by 52 ft., 40 ft. by 60 ft.
Utilities: Gas, water, drainage, steam, AC—any capacity
Loading Facilities: Railroad siding in building, ample truck doors
Meeting Rooms and Capacities: Ten 15 to 500; Arena, 13,500
Banquet Capacity: 8,000
Parking Facilities: 7,500 cars
Distance from Business District: Three and a half miles

Navy Pier

Lake Front and Grand Ave. (Randolph 6-8000, Ext. 2274)
Manager: John J. Manley, Port Manager
Exhibit Areas: 350,000 sq. ft.
Rental Fees and Services: On application
Floor Load: 100 lbs. per sq. ft.
Ventilation: Natural
Ceiling Height: 24 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 14.5 ft. by 19 ft.
Columns: None
Utilities: Electricity, gas, water
Loading Facilities: 16 loading doors
Storage Areas: 50,000 sq. ft.
Meeting Rooms and Capacities: 300 to 2,500
Parking Facilities: Several thousand cars
Distance from Business District: 1.5 miles

Chicago Coliseum

1513 S. Wabash Ave. (WABash 2-5862)
President-Mgr.: Fred M. Morelli
Exhibit Areas: 92,000 sq. ft., main floor; 21,700 sq. ft., balcony
Rental Fees and Services: On application
Floor Load: 150 lbs. to unlimited
Ventilation: Natural and artificial
Ceiling Height: 16 ft. to 90 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. by 12 ft.; 16 ft. by 18 ft.
Utilities: AC current, any capacity; gas, water; drainage
Loading Facilities: Direct
Storage Areas: Ample
Meeting Rooms and Capacities: Coliseum, 9,000; North Hall, 4,000; Ballroom, 1,000
Facilities for Food Functions and Banquet Capacity:
Parking Facilities: Good
Distance from Business District: One mile

8th Street Theatre

Operated by Conrad Hilton Hotels
741 S. Wabash Ave. (Phone: WEBster 9-3434)

Manager: Louis Liss
Exhibit Areas: 1,380 sq. ft. in foyer
Floor Load: 140 lbs. per sq. ft.
Ventilation: Air-conditioned
Ceiling Height: 30 ft.
Utilities: Unlimited AC and DC, water, steam, drainage. **P. A. System:** Yes
Loading Facilities: Receiving door on stage
Storage Areas: Limited
Seating Capacity: 1,300
Parking Facilities: Available
Distance from Business District: Three blocks

Prudential Building Auditorium

130 East Randolph Drive (1) (Phone: WHitehall 3-2900, Ext. 243)
Exhibit Areas: 7,099 sq. ft.; Foyer, 1,773 sq. ft.
Manager: M. J. Sylvester
Exhibit Areas and Square Footage of Each: Auditorium proper, 7,099 sq. ft.; Foyer, 1,773 sq. ft.
Floor Load: 100 lbs. per sq. ft.
Ventilation: Air conditioned
Ceiling Height: Auditorium, 21' 9"; Foyer, 9'
P. A. System: Yes
Dimensions, Opening to Exhibit Hall: 8' x 10'
Columns, Location and Dimensions: Six, 3 on each side of auditorium, 6 ft. from wall
Current and Utilities Available: 110, 220V, limited water
Loading Facilities: Street level entrance
Facilities for Food Functions: Banquet for 500 persons
Distance from Business District: Inside business area

Ambassador Hotels (HSMA)

See Advertisement, Page 99
N. State & Goethe Sts. (Phone: Superior 7-7200)
Manager: Max Blouet
Sales Manager: Phyllis Royce
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 15.00-25.00; Double: 19.00-30.00; Suites: 32.50-100.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (700)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Group Meal Rates: Breakfast: from 3.00; Lunch: 3.50; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Portable
Sports Facilities: Swimming at Lake Michigan
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Bismarck Hotel

See Advertisement, Page 98
171 W. Randolph St. (Phone: Central 6-0123; Telegraph: CG 1487)
Manager: William B. Horstman
Sales Manager: Pauline J. Brown
Convention Season: All year
Largest Group Accommodated: 750 (350 rooms, 26 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.50-30.00; Double: 15.50-30.00; Suites: 32.00-125.00, European
No. Mtg. Rms. & Capacity of Largest: 14 (400)
No. Banquet Rms. & Capacity of Largest: 14 (400)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.25; Dinner: 4.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary

IN THE HEART OF CHICAGO

LA SALLE
Known for GOOD FOOD

WANTED!...
IN CHICAGO
SMALL GROUP MEETINGS
(150 or less)
SMALL CONFERENCES ARE
OUR BIG MEETINGS

BISMARCK HOTEL

WM. B. HORSTMANN, Gen. Mgr. • ROBERT R. CARRA, Mgr.
PAULINE BROWN, Sales Mgr.

550 Air-Conditioned Rooms
TV and Radio in every room

Chicago's Most Exclusive Hotel...



Now offers complete facilities for business meetings

New Guildhall Ballroom Wide Range of Function Rooms Latest Equipment

The Hotels Ambassador now offer red-carpet treatment plus the most extensive facilities available, for your next business meeting. With a complete array of rooms, starring the magnificent new Guildhall Ballroom, accommodations are available for luncheon and dinner functions seating 6 to 600. Why not combine the finest in location, service, prestige *and facilities* (see listing) when you hold your next function. Let the Hotels Ambassador give your meeting an entirely new look, a new feeling of success at Chicago's very best address!

- All the very latest lighting and special-effects equipment
- exhibition facilities • closed circuit television • visual aids and projection facilities • completely air-conditioned
- comfortable seating throughout • parking by doorman service • Dictograph service available without charge •

Choose Your Function Room at the Hotels Ambassador

	Dinner Capacity	Reception Capacity	Meeting Capacity
GUILDHALL	600	1800	900
FOUR GEORGES	300	700	400
GEORGE I	150	300	200
GEORGE II & GEORGE III	150	300	150
THE CIRCUS	25	40	35
GAINSBOROUGH ROOM	25	40	30
CHIPPENDALE ROOM	90	150	120
THE BATH	50	75	65
SARAH SIDDON'S WALK	200	250	250
JOSHUA REYNOLDS	125	200	100

For full information contact Catering or Sales Departments

HOTELS

Ambassador

Home of the Fabulous Pump Room

NORTH STATE AT GOETHE • CHICAGO • ILLINOIS • Superior 7-7200

SURPRISE IN CHICAGO

You should know these surprising facts
about Chicago's incomparable
Drake Hotel before you schedule your next
meeting—large or small...



1. While The Drake is one of America's most distinguished hostelrys, it doesn't cost one cent more than other leading hotels to headquarter your meeting here.
2. The Drake is "alive." Meetings go like clockwork and everyone enjoys the warm, hospitable service in a setting of luxuriant comfort.



The Drake
HOTEL

LAKE SHORE DRIVE AND UPPER MICHIGAN AVENUE
SUPERIOR 7-2200 TELETYPE NO. CG1586

G. E. R. FLYNN, Vice President—Sales
H. B. RICHARDSON, Convention Manager

Now \$8,000,000 new! No hotel in the midwest can match The Drake for unsurpassed convenience, location, facilities. 4 major meeting rooms accommodating up to 800, plus 16 committee rooms for functions of 12 to 300. 700 guest rooms. 100% air conditioned. May we tell you more? Phone or write for brochure.

TWA

puts wings on convention planning



CHICAGO



Centrally located, Chicago is ideal for conventions! And TWA offers you the ideal way to fly there. With the superb TWA BOEING 707, fastest Jetliner in the U.S., and magnificent Skyliners, TWA serves 70 U.S. cities.

TWA offers every assistance, from selecting the site to round-trip transportation. TWA's Convention Bureau specialists help you to find

the facilities best suited to make your meeting an outstanding success... accommodations for groups of any size... relaxing recreation.

For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office now. Or write: Herb Lynn, Convention Sales Manager, TWA, 380 Madison Avenue, New York 17, New York.

FLY THE FINEST... FLY **TWA** **USA • EUROPE • AFRICA • ASIA**

ILLINOIS Chicago continued

Net Exhibit Space: 2,248 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights. Projectors available on a rental basis
Stage: Yes

The Conrad Hilton Hotel (HSMA)

See Advertisement, Page 33

Balbo & Michigan Ave. (Phone: Wabash: 2-4400)
Manager: Robert F. Quain

Sales Manager: MacLellan E. King
Convention Season: All year
Largest Group Accommodated: 3,000 (1,800 rooms, 125 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: from 7.00; Double: from 12.50; Suites: from 23.00
No. Mtg. Rms. & Capacity of Largest: 27 (3,008)
No. Banquet Rms. & Capacity of Largest: 6 (1,606)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 1,000
Net Exhibit Space: 42,000 sq. ft. on one floor
Audio-Visual Aids: All types including closed-circuit TV, PA system, spotlights
Stage: Available

The Drake (HSMA)

See Advertisement, Page 100

140 E. Walton (Phone: Superior 7-2200)

Manager: L. E. Schoenbrunn
Sales Manager: G. E. R. Flynn
Convention Season: All year
Largest Group Accommodated: 800 (300 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-16.00; Double: 13.50-22.00; Suites: 28.00-60.00, European
No. Mtg. Rms. & Capacity of Largest: 19 (800)
No. Banquet Rms. & Capacity of Largest: 4 (750)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.50; Dinner: 6.00 (plus tax & 13% fee)
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: 50.00-60.00 per day
Net Exhibit Space: 5,650 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Hotel Representative: Howard F. Dugan Associates (see pg. 29)

SHERATON

the proudest name in HOTELS



IN CHICAGO - TWO FAMED SHERATON HOTELS

THE SHERATON TOWERS: Magnificent Grand Ballroom accommodates 1600 for meetings, 1200 for banquets. Direct hoist to ballroom can handle large displays and exhibits. Other function rooms for from 50-500 people. There are 450 bedrooms — all high above the city noise. 600 room addition to be completed in early 1961. Beautiful 13th floor swimming pool.

Thomas J. McDonald, Sales Manager

Michael T. McGarry, General Manager

THE SHERATON-BLACKSTONE: One of the world's most celebrated hotels — famed for political and business conventions. Old World elegance — combined with complete convention facilities. 400 bedrooms and suites.

Douglas M. Boone, General Manager

Richard W. Davis, Sales Manager

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.

MIDWEST
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
BINGHAMTON, N.Y.
CHICAGO
DETROIT
CLEVELAND

CINCINNATI
ST. LOUIS
OMAHA
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.

WEST COAST
CEDAR RAPIDS, Iowa
SOUTH
LOUISVILLE
DALLAS
NEW ORLEANS
MOBILE, Alabama
SAN FRANCISCO
LOS ANGELES

PASADENA
PORTLAND, Oregon
HAWAII
HONOLULU
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Edgewater Beach Hotel (HSMA)

5349 Sheridan Road (Phone: Longbeach 1-4000)
Manager: Edward L. Buckley
V.P.-Sales: Harold J. LaFrenere
Convention Season: All year
Largest Group Accommodated: 1,000 (550 rooms, 125 suites available)
Air Conditioning: Banquet and meeting rooms, 50% bedrooms
Convention Rates: Single: 7.00-19.00; Double: 10.00-24.00; Suites: 20.00-45.00. Slightly higher rates from June to Aug.
No. Mtg. Rms. & Capacity of Largest: 28 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (1,000)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 105.00 for 24 hours
Net Exhibit Space: 32,000 sq. ft. on one floor, some separate area
Audio-Visual Aids: PA system, spotlights, all types and sizes of projectors
Stage: Available
Sports Facilities: Swimming, golf, tennis, shuffleboard, boating, horseback riding
Hotel Representative: Howard F. Dugan Associates (see pg. 29)

Executive House

71 E. Wacker Drive (Phone: Financial 6-7100; Telegraph: CG 1171)
Manager: A. M. Quigley
Sales Manager: William C. Murray
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms, 40 suites available)
Air Conditioning: Bedrooms, banquet halls, meeting rooms
Convention Rates: Single: 14.00-21.00; Double: 18.00-25.00; Suites: 30.00-47.50, European
No. Mtg. Rms. & Capacity of Largest: 8 (200)
No. Banquet Rms. & Capacity of Largest: 8 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, 8mm & 16mm projectors

LaSalle Hotel (HSMA)

See Advertisement, Page 98

10 N. LaSalle St. (Phone: Franklin 2-0700)
Manager: Allan Stubbins
V.P.-Sales: M. P. Mathewson
Convention Season: All year
Largest Group Accommodated: 1,100 (700 rooms, 35 suites available)
Air Conditioning: Entire hotel by early 1960
Convention Rates: Single: 7.50-15.50; Double: 11.00-19.00; Twins: 15.00-20.00; Suites: 17.50-85.00
No. Mtg. Rms. & Capacity of Largest: 17 (1,000)
No. Banquet Rms. & Capacity of Largest: 17 (650)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.75; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: According to food functions
Net Exhibit Space: 15,000 sq. ft., including 10,000 sq. ft. on one floor
Audio-Visual Aids: Many types, PA system, spotlights
Stage: Available

Morrison Hotel (HSMA)

79 W. Madison St. (Phone: FR-29600)
Manager: John B. Grande



ALL ROOMS AND SUITES
AIR-CONDITIONED TOO!

**PUT ALL YOUR
EXHIBITS ON**



The Sherman has *added* 10,000 square feet to its already large convention exhibit space. The total is now 50,000 square feet . . . all on one floor and all air-conditioned. No time lost racing around town . . . no stair climbing . . . no crowding into elevators. But single-floor convenience isn't all. The Sherman also offers 27 air-conditioned meeting rooms accommodating 10 to 2,000, plus exceptional banquet facilities for functions of any size.

**PUT ALL YOUR
PEOPLE UNDER**



- 1,501 redecorated rooms, all air-conditioned.
- Radio in every room—TV in many.
- World-famous restaurants: The Porterhouse, offering wonderful steaks—Well of the Sea, seafood flown fresh daily from the principal rivers, lakes, and oceans of the world. And for exceptional food at considerate prices, the smart Celtic Grill and Cocktail Corner are long-time favorites of Chicagoans and visitors. The Coffee Shop and the Snack Bar provide excellent meals quickly.
- The Sherman is in the heart of Chicago's shopping, theater, and financial district.
- Drive-right-in convenience—the only hotel in Chicago with on-premise garage facilities. No waiting for busy doormen when you arrive . . . no waiting for delivery when you leave.



Danny Amico, Vice President and Director of Sales, backed by highly qualified staff, is on hand day and night to attend to all your convention requirements. For help in planning your next convention, phone, wire or write Danny.

THE SHERMAN

Chicago's Most Convenient Hotel
COMPLETELY AIR-CONDITIONED

Randolph, Clark and LaSalle Streets • Telephone: FRanklin 2-2100 • Teletype: CG 1387



ILLINOIS

Chicago continued

Sales Manager: Gerald G. Sanderson
 Convention Season: All year
 Largest Group Accommodated: 5,000 (1,600 rooms, 200 suites available)
 Air Conditioning: Banquet and meeting rooms, 1,200 bedrooms
 Convention Rates: Single: 7.50-13.00; Double: 10.50-17.00; Twins: 14.50-24.00; Suites: 30.00-65.00
 No. Mtg. Rms. & Capacity of Largest: 35 (2,000)
 Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
 Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 4.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Net Exhibit Space: 100,000 sq. ft.; 21,000 sq. ft. on one floor
 Audio-Visual Aids: PA system spotlights screens
 Stage: 30 ft. x 60 ft.

Hotel North Park (HSMA)

1931 Lincoln Park West (Phone: MOhawk 4-3200)
 Manager: Herbert Kruger
 Sales Manager: Clyde Olson
 Convention Season: All year
 Largest Group Accommodated: 250 (75 rooms, 10 suites available)
 Air Conditioning: Banquet and meeting rooms, some bedrooms
 Convention Rates: Single: 8.00-10.00; Double: 10.50-14.00; Suites: 15.50-45.00, European
 No. Mtg. Rms. & Capacity of Largest: 5 (400)
 No. Banquet Rms. & Capacity of Largest: 5 (350)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
 Liquor: Served in hotel
 Net Exhibit Space: 3,240 sq. ft. on one floor
 Audio-Visual Aids: PA system, screens
 Sports Facilities: Swimming & horseback riding

Palmer House (HSMA)

See Advertisement, Page 33

State & Monroe (Phone: Randolph 6-7500)
 Manager: Vernon Herndon
 Sales Manager: A. W. Le Faivre
 Convention Season: All year
 Largest Group Accommodated: 3,200 (1,500 rooms, 80 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 7.00-22.50; Double: 14.50-27.50; Suites: from 29.50, European
 No. Mtg. Rms. & Capacity of Largest: 25 (1,500)
 No. Banquet Rms. & Capacity of Largest: 25 (1,500)
 Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: Nominal
 Charges for Exhibit Areas: Nominal
 Net Exhibit Space: 21,600 sq. ft. on one floor
 Audio-Visual Aids: All types available, PA system, spotlights
 Stage: Available

Pick-Congress Hotel (HSMA)

520 S. Michigan Ave. (Phone: HArrison 7-3800)
 Manager: William J. Burns
 Sales Manager: Robert Lesman
 Convention Season: All year
 Largest Group Accommodated: 1,100 (500 rooms, 70 suites available)
 Air Conditioning: Banquet halls, 85% bedrooms
 Convention Rates: Single: 8.00-12.00; Double: 12.00-18.00; Suites: from 22.00, European
 No. Mtg. Rms. & Capacity of Largest: 30 (1,000)
 No. Banquet Rms.: 4
 Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
 Liquor: Served in hotel
 Net Exhibit Space: 10,000 sq. ft. on one floor, Separate area
 Audio-Visual Aids: Movie screen projectors, PA system, spotlights
 Stage: Yes

St. Clair Hotel

162 E. Ohio St. (Phone: Superior 7-4660)
 Manager: Malcolm James
 Sales Manager: David J. Gardner

Convention Season: All year
 Largest Group Accommodated: 400 (250 rooms, 150 suites available)
 Air Conditioning: Banquet and meeting rooms, bedrooms
 Convention Rates: Single: 6.50-12.00; Double: 10.00-17.50; Suites: 17.50 up
 No. Mtg. Rms. & Capacity of Largest: 8 (400)
 No. Banquet Rms. & Capacity of Largest: 8 (400)
 Group Meal Rates: Breakfast: 2.25; Lunch: 2.75; Dinner: 3.75
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None if banquets are held
 Net Exhibit Space: 6,000 sq. ft. on one floor
 Audio-Visual Aids: Many types available, PA system, spotlight
 Stage: Available

Sheraton Towers Hotel (HSMA)

See Advertisement, Page 102

505 N. Michigan (Phone: Whitehall 4-4100)
 Manager: Michael T. McGarry
 Sales Manager: Tom McDonald
 Convention Season: All year
 Largest Group Accommodated: 2,000 (1,000 rooms, 50 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 7.25-16.00; Double: 14.25-20.00; Suites: 17.75-85.00, European
 No. Mtg. Rms. & Capacity of Largest: 25 (1,450)
 No. Banquet Rms. & Capacity of Largest: 25 (1,200)
 Group Meal Rates: Breakfast: 2.75; Lunch: 3.25; Dinner: 4.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: Variable
 Charges for Exhibit Areas: 25.00 per booth
 Net Exhibit Space: 24,000 sq. ft. on two floors
 Audio-Visual Aids: All types available, PA system, spotlights
 Stage: Available (10'x30')

Sheraton-Blackstone Hotel (HSMA)

See Advertisement, Page 102

636 So. Michigan Ave. (Phone: HA 7-4300)
 Gen. Mgr. Douglas M. Boone
 Sales Manager: Richard W. Davis
 Convention Season: All year
 Largest Group Accommodated: 250 (115 rooms, 10 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 9.50-16.00; Double: 16.00-23.00; Suites: 26.00-90.00, European
 No. Mtg. Rms. & Capacity of Largest: 12 (600)
 No. Banquet Rms. & Capacity of Largest: 12 (500)
 Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: Variable
 Charges for Exhibit Areas: Vary
 Net Exhibit Space: 2,420 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, screens, projectors on rental basis
 Stage: Available
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Hotel Sherman (HSMA)

See Advertisement, Page 103

Clark & Randolph Sts. (Phone: Franklin 2-2100; Telegraph: CG1387)
 Manager: Eugene E. Barrett
 Sales Manager: Daniel Amico
 Convention Season: All year
 Largest Group Accommodated: 3,000 (1,501 rooms, 80 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 7.45-15.95; Double: 11.45-19.95; Suites: 28.50-73.00, European
 No. Mtg. Rms. & Capacity of Largest: 27 (2,000)
 No. Banquet Rms. & Capacity of Largest: 27 (2,000)
 Liquor: Served in hotel
 Charges for Mtg. Rms.: Variable
 Charges for Exhibit Areas: Variable
 Net Exhibit Space: 40,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, projectors
 Stage: Available
 Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc., John A. Tetley Co., Inc. (see pg. 29)

Stockyard Inn

See Advertisement, Page 97

4178 South Halsted St. (Phone: YArds 7-5580)

Manager: Robert M. Foss
 Convention Season: All year
 Largest Group Accommodated: 300 (175 rooms, 8 suites available)
 Air Conditioning: 10 banquet and meeting rooms, 20 bedrooms
 Convention Rates: Single: 3.00; Double: 5.00; Suites: 15.00-35.00, European
 No. Mtg. Rms. & Capacity of Largest: 16 (800)
 No. Banquet Rms. & Capacity of Largest: 16 (800)
 Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None if food and beverages served
 Charges for Exhibit Areas: Vary
 Net Exhibit Space: 18,040 sq. ft. on one floor, Separate area
 Audio-Visual Aids: PA system, spotlights
 Stage: Will build

DECATUR

Railroads: B. & O.; I.T. El.; Penna.; Wab.; Ill. Cent.
 Airlines: OZA

Boss Orlando Hotel (HSMA)

Water & Wood St. (Phone: 4331)
 Manager: Peter E. Van Kles
 Sales Manager: Eric Winkler
 Convention Season: All year
 Largest Group Accommodated: 300 (150 rooms, 6 suites available)
 Air Conditioning: Banquet and meeting rooms, 50 bedrooms
 Convention Rates: Single: 5.50-7.00; Double: 7.50-9.50; Twins: 11.00 & 12.00; Suites: 22.00, European
 No. Mtg. Rms. & Capacity of Largest: 6 (400)
 No. Banquet Rms. & Capacity of Largest: 6 (400)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None if food is served
 Charges for Exhibit Areas: None if food is served
 Net Exhibit Space: 4,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Golf, swimming, tennis, boating

EVANSTON

Railroads: C.M. St. P. & P.; C. & N.W.; C.N.S. & M.
 Airlines: Served through Chicago

North Shore Hotel (HSMA)

1611 Chicago Ave. (Phone: UN 4-6400)
 Manager: John Poulos, Jr.
 Convention Season: All year
 Largest Group Accommodated: 150 (50 rooms, 8 suites available)
 Air Conditioning: Banquet and meeting rooms, some bedrooms
 Convention Rates: Single: 7.00-9.00; Double: 10.00-12.00; Suites: 20.00
 No. Mtg. Rms. & Capacity of Largest: 4 (500)
 No. Banquet Rms. & Capacity of Largest: 4 (300)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
 Liquor: Not served in hotel
 Charges for Mtg. Rms.: 10.00 to 175.00
 Charges for Exhibit Rms.: 10.00-250.00
 Net Exhibit Space: 5,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, screen
 Stage: Available

Orrington Hotel (HSMA)

Orrington Ave. & Church St. (Phone: University 4-8700; Telegraph: 1830)
 V-P & Gen. Manager: Palmer Jones
 Manager: W. H. Kuris
 Convention Season: All year
 Largest Group Accommodated: 100 (100 rooms, 12 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 7.00-12.00; Double: 10.00-15.00; Suites: 22.00-42.00, European
 No. Mtg. Rms. & Capacity of Largest: 7 (125)
 No. Banquet Rms. & Capacity of Largest: 7 (125)
 Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
 Liquor: Not served in hotel
 Charges for Mtg. Rms.: 10.00 up
 Charges for Exhibit Areas: 10.00 up
 Net Exhibit Space: 3,240 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, black-board, movie screens
 Sports Facilities: Golf, riding, swimming

HIGHLAND PARK

Railroads: C. & N.W.; C. No. Sh. & M.
 Airlines: Served through Chicago

Hotel Moraine-on-the-Lake (HSMA)

2501 North Sheridan Road (Phone: IDlewood 2-4444)

Manager: Larry Boyle
Sales Manager: Betty Green
Convention Season: All year
Largest Group Accommodated: 350 (180 rooms, 35 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: April to Nov.—Single: 10.00; Double: 15.00; Suites: 15.00-25.00, Dec. to March —Single: 7.50; Double: 11.50; Suites: 15.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 14 (400)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projection screens
Stage: Available
Sports Facilities: Private pool, golf, fishing, horse-back riding
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Villa Moderne Motor Hotel

See Advertisement, Page 105

(Opening May, 1959)
Manager: Pat Miller
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 22 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 10.50-22.00; Double: 14.50-24.50; Suites: 35.00-51.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,000 sq. ft. including 3,300 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16 mm sound slide projector, screens, slide equipment available
Stage: Yes
Sports Facilities: Indoor and outdoor swimming pool, ice skating rink, bowling

LA SALLE

Railroads: C.R.I.&P.; C.B.&Q., Ill. Cent., La.S. & B. Co.

Kaskaskia Hotel

217 Marquette St. (Phone: CA 3-1200)
Manager: Wm. F. Hahne
Convention Season: All year
Largest Group Accommodated: 150 (60 rooms, 5 suites available)
Air Conditioning: Banquet and meeting rooms, 40 bedrooms
Convention Rates: Single: 5.00-8.00; Double: 8.00-10.00; Suites: 15.00-18.00
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (320)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served in hotel
Charges for Exhibit Areas: 20.00 to 40.00
Net Exhibit Space: 1,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: 2 golf courses 5 miles away

MOLINE

Railroads: R.R., Burl., C.M. & St. P. & P., C.R.I. & P., Dav., R.I., N.W.
Airlines: OZA, UAL

Le Claire Hotel

421 19th St. (Phone: 4-4371)
Manager: James T. Devaney
Convention Season: All year
Largest Group Accommodated: 300 (175 rooms, 18 suites available)
Air Conditioning: Banquet and meeting rooms, 125 bedrooms
Convention Rates: Single: 6.00-10.00; Double: 8.00-14.00; Suites: 15.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (550)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00-150.00
Charges for Exhibit Areas: 25.00-150.00
Net Exhibit Space: 4,000 sq. ft. on one floor, separate area

Audio-Visual Aids: PA system, spotlights, screens, projectors on rental basis
Stage: Yes (15'x20')
Sports Facilities: Bowling alleys, swimming pool

PEORIA

Railroads: Burl., G.M. & O.; N.Y.C.; Ill. Cent.; M. & St. L.; C. & N.W.; P. & P.U.; T.P. & W.; C. & I.M.; C.R.I. & P.; N.Y.C. & St. L.; Penna.; P.T.; Ill. Term.
Airlines: AAL, OZA, TWA

AUDITORIUM

Shrine Mosque

207 N.E. Monroe St. (Phone: 3-1497)
Manager: Leonard B. Potter
Exhibit Areas: Auditorium lobby: 1,555 sq. ft.; Basement floor, dining room, lobby: 1,370 sq. ft.

Rental Fees and Services: Auditorium, \$250 with 1 electrician; Dining room, \$200. Extra charges for PA system, spotlights, projectors, and other equipment
Ventilation: Fan blowers
PA System: Yes
Elevators and Capacities: 1 freight, 2,000 lbs.
Loading Facilities: Front and rear of building
Storage Areas: Adjacent to stage and dining room and in annex
Meeting Rooms and Capacities: 3 rooms, up to 300. Auditorium has 1,828 permanent seats
Facilities for Food Functions: Banquet for 1,050
Parking Facilities: Lots nearby
Distance from Business District: One block

Hotel Jefferson

239 S. Jefferson St. (Phone: 4-1151)
Manager: H. J. Smith
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 10 suites available)



ONE JUMP AHEAD!

THE EXCITING NEW
Villa Moderne
MOTOR HOTEL
HIGHLAND PARK, ILL.

One jump ahead... in tailoring the finest meeting rooms in the Midwest for sales meetings, conventions, exhibits... the Villa Moderne is planned with your business sessions in mind. Closed circuit TV, portable stages, finest in sound and lighting equipment. Easily accessible to Chicago... all transportation. Recreational facilities include heated indoor pool, solarium, outdoor ice skating and bowling. Continental cuisine in the Fountain Room restaurant and Highland Fling cocktail lounge. Every type of accommodation from single rooms to executive suites.



SKOKIE ROOM FITS ANY TYPE EXHIBIT



SUMMIT ROOM FOR TOP-LEVEL MEETINGS

Free parking for 500 cars... heliport for busy executives. Send for details and brochure to: Pat Miller, General Manager, P. O. Box 567, Highland Park, Illinois.

THE VILLA MODERNE MOTOR HOTEL
Edens Expressway at Lake-Cook Road • Highland Park, Illinois

ILLINOIS

Peoria continued

Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Convention Rates: Single: 5.00; Double: 7.00; Suites: 12.00-18.00
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, movie screens, easels

Hotel Pere Marquette

501 Main St. (Phone: 4-2121; Teletype: PE-8547)
Manager: Ferdinand P. Spertl
Sales Manager: Joseph Lannas
Convention Season: All year
Largest Group Accommodated: 800 (350 rooms, 38 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.75-10.00; Double: 8.00-16.00; Suites: 23.00-34.50, European
No. Mtg. Rms. & Capacity of Largest: 9 (750)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,786 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screen, rostrum, closed-circuit TV. Projectors can be rented
Stage: Yes
Sports Facilities: Swimming pool adjacent

QUINCY

Railroads: Burl
Airlines: OZA

Hotel Lincoln-Douglas

101 N. Fourth (Phone: Baldwin 2-5600)
Manager: Irwin S. Cheson
Convention Season: All year
Largest Group Accommodated: 400 (156 rooms, 4 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 5.00-12.00; Double: 7.00-14.50; Suites: 19.25-27.50
No. Mtg. Rms. & Capacity of Largest: 6
No. Banquet Rms. & Capacity of Largest: 6
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50-50.00
Net Exhibit Space: 600 sq. ft. plus 3,750 sq. ft. ballroom
Audio-Visual Aids: PA system, spotlights
Stage: Yes (3x61 in three sections, all carpeted)

ROCKFORD

Railroads: C.B. & Q.; C.M. St. P. & P.; Ill. Cent.; C. & N.W.
Airlines: NCA, OZA

Hotel Faust

630 E. State St. (Phone: 2-3731)
Manager: A. Dufauhorst
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 7.50-9.00; Double: 11.50-16.00; Suites: 18.00-45.00, American
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 9.00-200.00
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 40 ft. x 20 ft.
Sports Facilities: Bowling in hotel

Hotel Lafayette

411 Mulberry (Phone: 45651; Telegraph: TWX RK. 8625)

Manager: Donald Elisha
Convention Season: All year
Largest Group Accommodated: 160 (100 rooms, 2 suites available)
Air Conditioning: All banquet and meeting rooms, some bedrooms
Convention Rates: Single: 4.50-7.50; Double: 7.25-10.75; Suites: 18.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (250)

Group Meal Rates: Breakfast: 1.50; Lunch: 1.65; Dinner: 2.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, 16mm projector, blackboards, screens
Stage: Available

SPRINGFIELD

Railroads: B. & O.; G.M. & O.; Ill. Cent.; Wab.; C. & I.M.; Ill. Term.; S.T.
Airlines: AAL, OZA

Hotel Abraham Lincoln

416 E. Capitol (Phone: 7511)
Manager: Rudolf W. Frank
Sales Manager: Miss F. Patterson
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms, 60% of bedrooms
Convention Rates: Single: 7.50-10.00; Double: 9.50-15.00; Suites: 22.50-37.50, European
No. Mtg. Rms. & Capacity of Largest: 11 (600)
No. Banquet Rms. & Capacity of Largest: 11 (600)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 1.50 per foot booth space
Net Exhibit Space: 3,290 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, projectors on rental basis, screens
Stage: Available
Sports Facilities: Golf, swimming (few blocks)

Hotel Leland (HSMA)

(Phone: 4-5431; Telegraph: TWX-SI 70775)
Manager: James P. Bolinger
Sales Manager: Tressie Smith
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 14 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00; Double: 11.00-15.00; Suites: 20.00-36.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed-circuit TV
Stage: Available
Sports Facilities: Golf nearby

Hotel St. Nicholas

4th & Jefferson Sts. (Phone: 7811)
Manager: O. P. Greathouse
Sales Manager: Paul R. Warren
Convention Season: All year
Largest Group Accommodated: 350 (125 rooms, 13 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-10.00; Double: 9.50-13.00; Suites: 20.00-36.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (900)
No. Banquet Rms. & Capacity of Largest: 8 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None when food served
Net Exhibit Space: 8,184 sq. ft. on two levels
Audio-Visual Aids: Movie screens, easels, blackboards, PA system, spotlights
Stage: 12' by 24'
Sports Facilities: Golf, bowling, swimming

INDIANA

EVANSVILLE

Railroads: C. & E.I.; N.Y.C.; Ev. S. & N.; Ill. Cent.; L. & N.; So.
Airlines: DAL, EAL

Hotel McCurdy

1st & Locust Sts. (Phone: HA 5-6121)
Manager: R. W. Bushaw
Convention Season: All year
Largest Group Accommodated: 600 (285 rooms, 7 suites available)
Air Conditioning: 85% bedrooms, banquet halls
Convention Rates: Single: 6.00-10.00; Double: 7.50-15.00; Suites: 18.00-30.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (700)
No. Banquet Rms. & Capacity of Largest: 7 (550)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends on size of convention
Net Exhibit Space: 13,000 sq. ft. (8,000 sq. ft. on one floor)
Audio-Visual Aids: PA system, spotlights, blackboard, movie screen & projector
Stage: Yes
Sports Facilities: Golf, tennis, swimming, fishing, riding, boating

Hotel Vendome

24 N. W. 3rd St. (Phone: 5-7251)
President: Norman F. Scholz
Vice President: Frederick J. Scholz
Convention Season: All year
Largest Group Accommodated: 900 (300 rooms and 25 suites available)
Convention Rates: Single: from 4.75; Double: from 6.50; Twins: from 10.00; Suites: from 16.75
No. Mtg. Rms. & Capacity of Largest: 7 (380)
No. Banquet Rms. & Capacity of Largest: 7 (380)
Rates for Meals: Breakfast: from .40; Lunch: from .75; Dinner: from 1.35
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 300 bedrooms
Charges for Banquet & Mtg. Rms.: 10.00 to 75.00
Net Exhibit Space: 7,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 60 ft. long

FORT WAYNE

Railroads: N.Y.C.; N.Y.C. & St. L.; Penn.; Wab.
Airlines: DAL, UAL, TWA

Convention Bureau

Convention Bureau
220 E. Jefferson St.
Wallace J. Oberlander, Exec. Dir.

AUDITORIUM

Allen County Memorial Coliseum

4000 Parnell Ave. (Phone: T 1102)
Manager: Don Myers
Exhibit Areas: Exhibition Hall, 50,000 sq. ft.; Arena, 25,000 sq. ft.
Rental Fees and Services: Rental depends on event
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 14 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. high
Elevators and Capacities: One, 20,000 lbs.
Columns: 24-in. columns on 27-ft. centers
Utilities: Electricity, gas, water
Loading Facilities: Good
Storage Areas: 400 sq. ft. in exhibition area
Meeting Rooms and Capacities: Three rooms, 200 each
Facilities for Food Functions and Banquet Capacity: Caterers can serve 2,000
Parking Facilities: 3,200 cars
Distance from Business District: Two and a half miles

Hotel Van Orman (HSMA)

128 West Berry St. (Phone: Anthony 6121)
Manager: Robert L. Thames
Convention Season: All year
Largest Group Accommodated: 600 (175 rooms, 8 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50-8.50; Double: 7.00-10.50; Suites: 14.00-22.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None when food is served
Charges for Exhibit Areas: Various rates, depending on size

Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Golf at country club

FRENCH LICK

Railroads: Monon; B. & O.
Airlines: Served through Louisville

French Lick-Sheraton (HSMA)

See Advertisement, Page 107

(Phone: WE 5-9281, Tel. French Lick 471)
Gen. Mgr.: Orvis R. Connolly
Sales Manager: John Nolan
Convention Season: All year
Largest Group Accommodated: 950 (500 rooms, 34 suites available)
Air Conditioning: 500 bedrooms, banquet and meeting rooms
Convention Rates: Single: 22.00-30.00; Double: 34.00-45.00; Suites: 25.00-30.00, American
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (1,100)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Varies
Net Exhibit Space: 3,200 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 35mm, 16mm and slide projectors
Stage: Yes (18'x24')
Sports Facilities: Golf, skeet and trap, swimming horseback riding, tennis, croquet badminton, shuffleboard
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

GARY

Railroads: B. & O.; N.Y.C.; Penna.; M.C.;
Wabash; Ch. So. Sh. & S.B. El.
Airlines: Chicago 'copter

Hotel Gary (HSMA)

578 Broadway (Phone: Turner 5-7521)
Manager: Clark H. Jones
Convention Season: All year
Largest Group Accommodated: 500 (150 rooms, 4 suites available)
Air Conditioning: 60 bedrooms, banquet and meeting rooms
Convention Rates: Single: 7.00-10.50; Double: 9.50 to 13.50; Suites: 15.00 to 18.50, European
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Group Meal Rates: Breakfast: 1.35 up; Lunch: 2.00 up; Dinner: 3.50 up
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up, depending on type of function
Charges for Exhibit Areas: 10.00 up, depending on type of function
Net Exhibit Space: 3,600 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

INDIANAPOLIS

Railroads: N.Y.C.; Penna.; Erie; Ill. C.; I.U.;
N.Y.C. & St. L.; B. & O.; Chi. Ind. & Lv.
Airlines: AAL, DAL, EAL, LCA, OZA, TWA

CONVENTION BUREAU

Indianapolis Convention & Visitors Bureau, Inc.
1201 Roosevelt Bldg. (4)
Joseph J. Cripe, Secretary-Manager

AUDITORIUM

Indiana Coliseum

State Fairgrounds (Phone: Walnut 3-1545)
General Manager: Melvin T. Ross
Exhibit Area: Main Arena 24,300 sq. ft.
Rental Fees and Services Included in Rent: \$1,500
includes heat, light, doormen and maintenance
Floor Load: Unlimited
Ventilation: Fan system
Ceiling Height: 125 ft. PA System: Yes
Dimensions, Opening to Exhibit Hall: Four ramps, 20 ft. wide
Columns, Locations and Dimensions: None
Current and Utilities Available: 110, 220V, water, heat and light
Loading facilities: Two electric truck doors

Locations, Size of Storage Areas: Unlimited space in adjacent building
No. Mtg. Rms. & Capacity of Largest: 2 (50 each)
Parking Facilities: Unlimited distance from business district: 38 blocks

Claypool Hotel

14 N. Illinois (Phone: Melrose 5-8471)
Manager: W. Bryan Karr
Catering Manager: C. E. Ehlers
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-9.00; Double: 10.50-20.00; Suites: 13.50-75.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (1,200)
No. Banquet Rms. & Capacity of Largest: 12 (1,200)

Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50 (Plus 10% gratuity)
Liquor: Served in hotel
Charges for Mtg. Rms.: None when dinners & luncheons are scheduled
Charges for Exhibit Areas: 15.00 up (per day)
Net Exhibit Space: 2,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available

Parking Facilities: Unlimited
Distance from Business District: 38 blocks

The Marott Hotel (HSMA)

N. Meridian St. & Fall Creek Blvd. (Phone: WA 6-4571)
Manager: Palmer Suddaby
Convention Season: All year

SHERATON

the proudest name in HOTELS



IN INDIANA: THE FRENCH LICK-SHERATON

HAPPY CAPTIVE AUDIENCES GUARANTEED. Here you'll find no "city" distractions to interfere with meetings... plenty of resort facilities for off hours. Special features: convention hall and dining rooms each seating 1,000; meeting rooms for from 25 to 400 persons; 2 swimming pools; tennis court; two 18-hole golf courses; skeet and trap plus various indoor and outdoor games; air-conditioning throughout; ladies' and men's mineral baths.
600 rooms

John Nolan, Sales Manager

EAST NEW YORK BOSTON WASHINGTON PITTSBURGH BALTIMORE PHILADELPHIA PROVIDENCE SPRINGFIELD, Mass.	MIDWEST CHICAGO DETROIT CLEVELAND	CINCINNATI ST. LOUIS OMAHA AKRON INDIANAPOLIS FRENCH LICK, Ind. RAPID CITY, S. D. SIOUX CITY, Iowa SIOUX FALLS, S. D.	SOUTH LOUISVILLE DALLAS NEW ORLEANS MOBILE, Alabama SAN FRANCISCO LOS ANGELES	PASADENA PORTLAND, Oregon HAWAII HONOLULU CANADA MONTREAL TORONTO NIAGARA FALLS, Ont. HAMILTON, Ont.
--	---	--	--	---

INDIANA

Indianapolis continued

Largest Group Accommodated: 1,000 (500 rooms available)

Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 12 (450)
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, closed-circuit TV

Severin Hotel

201 S. Illinois (Phone: ME 5-6471)
Manager: L. O. Dofy
Sales Manager: Frank Tracey
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 18 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50-12.00; Double: 7.50-17.00; Suites: 17.00-27.00, European
No. Mtg. Rms. & Capacity of Largest: 20 (800)
No. Banquet Rms. & Capacity of Largest: 20 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 7,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes (18'x22')

Sheraton-Lincoln Hotel (HSMA)

See Advertisement, Page 11

Washington and Illinois Sts. (Phone: Melrose 4-1361)
Manager: P. E. Rupprecht
Sales Manager: Ken Borton
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 12 suites available)
Air Conditioning: 280 bedrooms, all banquet and meeting rooms
Convention Rates: Single: 6.50-11.50; Double: 9.85-16.00; Suites: 20.85-35.20, European
No. Mtg. Rms. & Capacity of Largest: 15 (500)
No. Banquet Rms. & Capacity of Largest: 11 (350)
Group Meal Rates: Breakfast: 1.50 up; Lunch: 2.00 up; Dinner: 3.00 up
Liquor: Served in hotel
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Net Exhibit Space: 2,886 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed-circuit TV, blackboards, screens
Stage: Yes (4 sections, 8'x11'4")

Hotel Washington (HSMA)

32 E. Washington St. (Phone: Melrose 2-2541)
Manager: Fred Jay
Sales Manager: Fred Jay
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms, 6 suites available)
Air Conditioning: Majority of bedrooms, all banquet and meeting rooms
Convention Rates: Single: 5.50-10.00; Double: 7.50-15.00; Suites: 16.00-40.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 5 (150)

Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None, if headquarters
Charges for Exhibit Areas: None, if headquarters
Net Exhibit Space: 2,973 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

MUNCIE

Railroads: N.Y.C.; C. & O.; M. & W.; N.Y.C. & St. L.; Penna.
Airlines: LCA

Hotel Roberts

(Phone: 8861)
Manager: E. L. Carpenter
Convention Season: All year
Largest Group Accommodated: 300 (175 rooms, 5 suites available)
Air Conditioning: 60 bedrooms, banquet and meeting rooms
Convention Rates: Single: 4.50-9.00; Double: 6.50-12.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (450)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-25.00
Charges for Exhibit Areas: 10.00-25.00
Net Exhibit Space: 6,400 sq. ft.
Audio-Visual Aids: PA system
Stage: Available

SOUTH BEND

Railroads: N.Y.C.; Ch. So.; Sh. & S.B. El.; N.J.I. & I.; Penna.; Gr. Tr.
Airlines: LCA, NOR, TWA, UAL

La Salle Hotel

237 N. Michigan (Phone: 3-1181)
Manager: Leonard Mennucci
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms available)
Air Conditioning: 2 banquet and meeting rooms
Convention Rates: Single: 5.50 up; Double: 8.00 up
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 4 (175)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 15.00-75.00
Audio-Visual Aids: PA system
Stage: Available

Hotel Pick-Oliver

105 N. Main St. (Phone: Central 3-7171)
Manager: Wm. C. Devereaux
Convention Season: All year
Largest Group Accommodated: 350 (175 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-9.25; Double: 7.00-11.75; Suites: 25.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary

Net Exhibit Space: 7,806 sq. ft., part separate area
Audio-Visual Aids: PA systems, spotlights
Stage: Available

TERRE HAUTE

Railroads: C. & E. Ill.; N.Y.C.; C.M. St. P. & P.; Penna.
Airlines: LCA, TWA

Hotel Deming

600 Cherry St. (Phone: Crawford 5021)
Manager: Demas Waterman
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.25-6.25; Double: 6.25-7.25; Twins: 8.00-10.00; Suites: 10.00-12.00
No. Mtg. Rms. & Capacity of Largest: 7 (350)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 2,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, bowling

Terre Haute House

700 Wabash Ave. (Phone: Crawford 3341)
Manager: C. M. Ellis
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 8.00-12.00; Suites: 20.00-42.00
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (750)
Group Meal Rates: Breakfast: .55-1.50; Lunch: .90-1.50; Dinner: 1.90-2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 5,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight
Stage: Available
Sports Facilities: Golf

IOWA

CEDAR RAPIDS

Railroads: C.M. St. P. & P.; C.R.I. & P.; Ill. Cent.; C. & N.W.; W.C.F. & N.; C.R. I.C.
Airlines: OZA, UAL

AUDITORIUM

Memorial Coliseum

May's Island (Phone: 2-4511)
Manager: Barney McPartland
Exhibit Areas: Auditorium, 11,000 sq. ft.; Armory, 7,000 sq. ft.; Dining Rooms, 2,500 sq. ft.
Rental Fees and Services: Rental varies; includes janitor service, heat, light and available equipment
Floor load: Unlimited
Ventilation: Blower
Ceiling Height: Auditorium, 50 ft.; Armory, 15 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by 9 ft.
Columns: 10 under balcony
Utilities: 110-220V current
Loading Facilities: Ramp and loading platform
Storage Areas: Limited
Meeting Rooms: Three, partitioned by folding doors
Facilities for Food Functions and Banquet
Capacity: Dining room, 400; Armory, 800
Parking Facilities: Street only
Distance from Business District: In center city

Roosevelt Hotel (HSMA)

200 First Ave. NE (Phone: Empire 4-4111, Teletype CR-77)
Manager: J. C. Kennedy
Sales Manager: Curt M. Walker
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.50; Double: 9.50-14.00; Suites: 17.50-35.00, European

SHERATON

- MONTROSE HOTEL IN CEDAR RAPIDS, IOWA

Outstanding convention facilities. Bedrooms and all public rooms 100% air-conditioned. Ten soundproof function rooms plus ballroom seating 500 for meetings. Free parking. 350 rooms.
CHARLES J. GUSTIN
General Manager



the welcome is wonderful at

SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
MIDWEST
CHICAGO
DETROIT
CLEVELAND, Ohio
CINCINNATI
ST. LOUIS
CHICAGO
AKRON
SOUTH
LOUISVILLE
DALLAS
SAN FRANCISCO
LOS ANGELES
WEST COAST
SAN FRANCISCO
PASADENA
LOS ANGELES
HAWAII
HONOLULU
CANADA
MONTREAL
TORONTO
NEW ORLEANS
MOBILE
PORTLAND, Oregon
MISSISSAUGA, Ont.
HAMILTON, Ont.

No. Mtg. Rms. & Capacity of Largest: 16 (1,200)
 No. Banquet Rms. & Capacity of Largest: 16 (1,200)
 Group Meal Rates: Breakfast: 1.35; Lunch: 1.75; Dinner: 2.00
 Liquor: Can be served but not sold
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 10,500 sq. ft.
 Audio-Visual Aids: PA system, spotlights, 8mm, 16mm and 35mm projectors, screen
 Stage: Available
 Sports Facilities: Golf, boating

Sheraton-Montrose Hotel (HSMA)

See Advertisement, Page 108
 3rd St. at 3rd Ave. (Phone: EM 4-9111)
 Manager: Chas. J. Gustin
 Sales Manager: Marvin L. Tacker
 Convention Season: All year
 Largest Group Accommodated: 400 (200 rooms, 12 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 6.50-10.00; Double: 10.00-14.00; Suites: 20.00-40.00, European
 No. Mtg. Rms. & Capacity of Largest: 12 (500)
 No. Banquet Rms. & Capacity of Largest: 12 (500)
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
 Liquor: Your own
 Charges for Mtg. Rms.: No charge
 Charges for Exhibit Areas: Vary
 Net Exhibit Space: 3,800 sq. ft. on one floor, separate area
 Audio-Visual Aids: PA system, spotlights
 Stage: Available

CLINTON

Railroads: C.B. & Q.; C.M.St.P. & P.; C.R.I. & P.; C. & N.W.; D.R.I. & N.W.
 Airlines: Ozark

Hotel Lafayette

See Advertisement, Page 14
 6th Ave., So. & 2nd St. (Phone: CH 2-4161)
 Manager: W. H. Osburn
 Convention Season: All year

Largest Group Accommodated: 250 (125 rooms available)
 Air Conditioning: Banquet room, some bedrooms
 Convention Rates: Single: 4.75 to 5.75; Double: 7.25 to 8.25; Twins: 9.00 to 9.50
 No. Mtg. Rms. & Capacity of Largest: 5 (350)
 No. Banquet Rms. & Capacity of Largest: 5 (330)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 1.75
 Liquor: Beer only
 Charges for Mtg. Rms.: 5.00 to 50.00
 Charges for Exhibit Areas: 5.00 to 50.00
 Net Exhibit Space: 2,400 sq. ft. all on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Yes

COUNCIL BLUFFS

Railroads: Burl.; C.Gt.W.; C.M.St.P. & P.; C.R.I. & P.; Ill. Cent.; C. & N.W.; U.P.; Wab.
 Airlines: Served through Omaha

Hotel Chieftain

See Advertisement, Page 14
 First & Pearl Sts. (Phone: 7701)
 Manager: Clifford H. Powell
 Convention Season: All year
 Largest Group Accommodated: 200 (175 rooms, 6 suites available)
 Air Conditioning: 50 bedrooms, 4 banquet halls
 Convention Rates: Single: 4.00-7.00; Double: 6.50-10.00; Suite: 12.00, European
 No. Mtg. Rms.: 10 (475)
 No. Banquet Rms.: 10 (300)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: 10.00-50.00
 Audio-Visual Aids: PA system, spotlights, screen
 Stage: Yes (16 sections, 2'x8')

DAVENPORT

Railroads: C.B. & Q.; C.M. St. P. & P.; C.R.I. & P.; D.R.I. & N.W.
 Airlines: OZA, UAL

CONVENTION BUREAU

Convention Bureau
 P. O. Box 868
 Curtis M. Walker, Mgr.

Hotel Blackhawk (HSMA)

3rd & Perry Sts. (Phone: 3-2711)
 Manager: Earl R. Ackerman
 Sales Manager: C. A. Zoller
 Convention Season: All year
 Largest Group Accommodated: 600 (285 rooms, 15 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 5.50-12.00; Double: 7.50-15.00; Suites: 18.50-30.00, European
 No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
 No. Banquet Rms. & Capacity of Largest: 15 (1,000)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.75
 Liquor: Served in hotel
 Charges for Mtg. Rms.: from 10.00
 Charges for Exhibit Areas: from 10.00
 Audio-Visual Aids: PA system, spotlights, screens, blackboards, easels
 Stage: Available
 Sports Facilities: Boating, swimming pools, golf, bowling

DES MOINES

Railroads: Burl.; C. Gt. W.; C.M. St. P. & P.; C.R.I. & P.; D.M. & C.I.; D.M.U.; D.M.W.; F.D.M. & S.; M. & St. L.; C. & N.W.; Wab.
 Airlines: BNF, OZA, UAL

CONVENTION BUREAU

Des Moines Convention Bureau
 500 Equitable Bldg.
 John Besanceney, Executive Secretary

AUDITORIUM

Veterans Memorial Auditorium

See Advertisement, Page 109
 833 Fifth Ave. (Phone: CHerry 4-2135)
 Manager: Horace S. Strong

VETERANS MEMORIAL AUDITORIUM

DES MOINES

Seating: 15,000 (Perm., 7,222; Portable, 7,778).
 Floor: 300 x 156. Arena Floor, 46,300 sq. ft.
 Exhibit Floor: 50,000 sq. ft. Stage: 40 x 60, Portable.

... will draw
 the big crowds
 in Iowa!



METROPOLITAN AREA
 POPULATION . . . 250,000

For reservations, information write
H. S. STRONG, MGR.
 Veterans Memorial Auditorium
 833 Fifth Avenue
 Des Moines, Iowa

**SALES MEETINGS
 CONVENTIONS • EXPOSITIONS
 ICE SHOWS • AUTO SHOWS
 BASKETBALL • SPORTS SHOWS**

IOWA Des Moines continued

Exhibit Areas: 96,300 sq. ft.; Exhibit Hall, 50,000 sq. ft., Arena, 46,300 sq. ft.
Rental Fees and Services: Arena, \$600 per day; Exhibit Hall, \$425 per day; heat and light included.
Floor Load: 400 lbs. per sq. ft.
Ventilation: Cooled air
Ceiling Height: Arena, 86 ft., Exhibit Hall, 13.5 ft.
PA System: Altec
Dimensions, Opening to Exhibit Hall: Arena: 12' wide x 10' 6" high; Exhibit Hall 12' x 12'
Elevators and Capacities: One, 10 tons with 7 ft. high door opening
Columns: Exhibit Hall, 27 ft. centers, east and west; 21 ft. centers, north and south
Utilities: Electricity, water, gas, sewer and air
Loading Facilities: Drive-in facilities
Storage Areas: 50 ft. by 150 ft. by 20 ft. high on ground floor
Meeting Rooms and Capacities: Nine: (two—80; one—125; two—75; one—750; one—250 and two dressing rooms—150)
Facilities for Food Functions: Banquet for 3,000
Parking Facilities: Lot on grounds for 1,050 cars
Distance from Business District: 4 blocks

Fort Des Moines (HSMA)

See Advertisement, Page 110

10th & Walnut (Phone: CH 3-1161)
Gen. Manager: Joseph E. Whalen
Sales Manager: Robert W. Stanley
Convention Season: All year
Largest Group Accommodated: 650 (300 rooms, 18 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 6.50-12.00; Double: 10.00-16.00; Suites: 25.00-40.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)

No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.50
Liquor: Not sold, but will serve guest's liquor
Charges for Mtg. Rms.: 15.00 to 200.00
Net Exhibit Space: 3,000 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Kirkwood

4th & Walnut Sts. (Phone: CH-49191)
Manager: Jack J. Calhoun
Sales Manager: Wm. "Bill" Thompson
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.75-9.00; Double 8.50-12.00; Suites: 16.00-25.00
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 8 (275)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Available at State liquor stores
Charges for Mtg. Rms.: 30 per chair
Charges for Exhibit Areas: 10 per sq. ft.
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, projectors of all sizes
Stage: Available
Sports Facilities: Golf, tennis, swimming, boating

Hotel Savery

See Advertisement, Page 110

4th & Locust (Phone: Cherry 4-2151; Teletype: DM49)
Manager: Paul E. Lefton
Sales Manager: Russell Rogers
Convention Season: All year
Largest Group Accommodated: 1,000 (300 rooms, 20 suites available)
Air Conditioning: All banquet and meeting rooms, 200 bedrooms
Convention Rates: Single: 6.00-16.00; Double: 8.50-16.00; Suites: 17.50-30.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (700)
No. Banquet Rms. & Capacity of Largest: 10 (620)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Available at State liquor store; hotel will set up bar
Charges for Mtg. Rms.: 7.50 to 175.00
Net Exhibit Space: 7,915 sq. ft. on one floor. One meeting room (included in total) connects with exhibit hall
Audio-Visual Aids: PA system, spotlights, screen, projectors on rental basis, wired for closed-circuit TV
Stage: Available
Sports Facilities: Golf and swimming nearby

MARSHALLTOWN

Railroads: C. & N.W.; C. & St. L.

Hotel Tallcorn

See Advertisement, Page 14

2nd Avenue & Main St. (Phone: 6611)
Manager: J. M. Griffin
Convention Season: All year
Largest Group Accommodated: 180 (90 rooms, 3 suites available)
Air Conditioning: Yes

Convention Rates: Single: 5.00-6.50; Double: 8.00-10.50; Suites: 10.00
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 3
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.00
Liquor: No
Charges for Mtg. Rms.: 5.00-10.00
Net Exhibit Space: 3,648 sq. ft.
Audio-Visual Aids: Spotlights
Stage: Yes

SIOUX CITY

Railroads: C.M. St. P. & P.; Ill. Cent.; Gt. Nor.; C. & N.W.; Burl.; S.C. Ter.
Airlines: BNF, NOR, OZA

AUDITORIUM

Sioux City Municipal Auditorium

Gordon Drive (Phone: 5-6044)
Manager: Robert D. Hinchman
Exhibit Areas: Exposition Hall, 15,840 sq. ft.
Rental Fees and Services: Fees include no service
Floor Load: Unlimited
Ventilation: Air conditioned
Ceiling Height: 12 ft. PA System: Available
Dimensions, Opening to Exhibit Hall: 8 ft. by 9 ft.
Elevators and Capacities: One freight
Columns: 10, 4 ft. by 14 in. (to house folding doors to divide hall)
Utilities: 110, 220, 440 current; water, gas, drainage
Loading Facilities: Two fork trucks; railroad siding 100 ft. from building
Meeting Rooms and Capacities: Six rooms seat from 25 to 1,000
Facilities for Food Functions and Banquet Capacity: 1,000 persons
Parking Facilities: Free lot, 1,000 cars
Distance from Business District: Two blocks

Sheraton-Martin Hotel (HSMA)

See Advertisement, Page 111

4th & Pierce (Phone: 8-7561)
Gen. Manager: John B. York
Sales Manager: Ivan Mundy
Convention Season: All year
Largest Group Accommodated: 600 (200 rooms, 5 suites available)
Air Conditioning: Banquet and meeting rooms, 167 bedrooms
Convention Rates: Single: 5.50-10.85; Double: 7.50-12.35; Suites: 15.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 9 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None to conventions
Charges for Exhibit Areas: None to conventions
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

KANSAS

Now Iowa's largest
and finest . . . and close
to the auditorium!

HOTEL SAVERY IN DES MOINES

. . . Middle America's favorite
convention city

- 3 large ballrooms;
7 other meeting rooms.
- 425 guest
rooms; free
radio and TV.
Air conditioned
rooms
available.
- Fine food,
experienced
catering
service.
- Closed-
circuit TV.
- Plenty of
adjacent
parking.
- 2 blocks to
Veterans
Auditorium.

You'll feel at
home at the
SAVERY . . .
a friendly
BOSS hotel

PAUL E. LEFTON
General Manager



One Of The Main Reasons Why Des Moines
Hosted Nearly 500 Conventions Last Year...

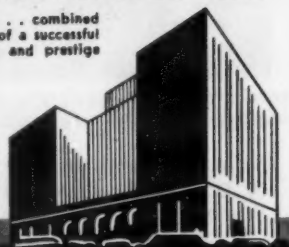
HOTEL FORT DES MOINES

Des Moines' central location and complete facilities . . . combined
with our outstanding accommodations . . . assure you of a successful
business convntio. or sales meeting. Iowa's leading and prestige
hotel offers you . . .

- 425 attractive modern guest rooms
- Air-conditioned rooms and suites available
- Accommodations for groups from 10 to 1,000
- Free TV and radio—closed circuit TV
- Unlimited parking space in conjunction

Telephone CHerry 3-1161 * Teletype: DM 87
ROBERT W. STANLEY, Sales and Convention Manager
JOSEPH E. WHALEN, General Manager

Another Friendly BOSS Hotel



KANSAS CITY

Railroads: Union Pac.; Mo. Pac.; S.F.; C. & Gt. W.; C.R.I. & P.; K.C.V.; K.C.S.; K. & M.R. Airlines: BNF, CEN, CAL, DAL, FAL, OZA, TWA, UAL

The Town House

7th and State (Phone: FI-2-7500 Teletype KCK 1010)
Manager: A. L. Lew
Sales Manager: George Marstell
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-12.00; Double: 10.00-13.00; Twins: 11.00-16.00; Suites: 23.00 up, European
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 5 (750)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: 12 ft. x 18 ft.

TOPEKA

Railroads: Santa Fe; C.R.I. & P.; U.P.; Mo. P. Airlines: CAL, CEN

AUDITORIUM

Municipal Auditorium

8th & Quincy (Phone: Flanders 7-4873)
Manager: Dean E. Yingling
Exhibit Areas: 19,000 sq. ft.
Rental Fees: \$150-275 per day
Ventilation: Air conditioned
Ceiling Height: 45 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 9 ft. by 12 ft.
Elevators: One
Columns: 30 in Exhibition Hall
Utilities: Handle 400 Amps, current
Loading Facilities: Ramp and stage door
Meeting Rooms and Capacities: Main Arena, 4,200; Assembly Room, 400; three rooms, 150 each; six rooms, 50 each
Facilities for Food Functions and Banquet
Capacities: Excellent kitchen can serve 1,500
Parking Facilities: Street parking
Distance from Business District: One block

Hotel Jayhawk

7th and Jackson Sts. (Phone: 3-4111)
Manager: Harry F. Lose
Convention Season: All year
Largest Group Accommodated: 400 (300 rooms, 11 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50-6.50; Double: 6.50-10.00; Suites: 15.00-25.00
No. Mtg. Rms. & Capacity of Largest: 10 (400)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Group Meal Rates: Breakfast: 1.25 to 2.00; Lunch: 1.50 up; Dinner: 2.00 up
Liquor: Not sold in hotel, but will serve private parties
Charges for Mtg. Rms.: 5.00 to 75.00 per day (not including night)

Charges for Exhibit Areas: 5.00 to 75.00 per day
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 14mm projector
Stage: Available
Sports Facilities: Public golf course

Pick Kansas Hotel

9th and Kansas Aves. (Phone: CE-4-6611)
Manager: Al E. Lohoff
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms, 8 suites available)
Air Conditioning: 125 bedrooms, 6 banquet rooms
Convention Rates: Single: 4.75-9.50; Double: 7.25-12.00; Suites: 9.50-35.00
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.25
Liquor: Not served
Charges for Mtg. Rms.: 7.50-75.00
Charges for Exhibit Areas: 7.50-75.00 per exhibit
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

WICHITA

Railroads: Santa Fe; C.R.I. & P.; M.V.; Frisco; Mo. Pac.
Airlines: BNF, CEN, CAL, OZA, TWA

AUDITORIUM

Municipal Forum Building

221 S. Water (Phone: Amherst 2-1127)
Manager: C. A. Johnson
Exhibit Areas: 104,888 sq. ft.; Garage, 33,000 sq. ft.; Lower Annex, 18,724 sq. ft.; Upper Annex, 23,000 sq. ft.; Rose Room, 19,164 sq. ft.; Arena, 11,000 sq. ft.
Rental Fees and Services: Depends on event
Ventilation: Fans
Ceiling Height: Garage, lower annex and Rose Room, 18 ft.; Upper annex 14 ft.; Forum arena 46.5 ft.
PA System: In Arcadia and Arena
Dimensions, Opening to Exhibit Hall: Largest door, 15 ft. high by 12 ft.
Columns: None in Upper Annex; Garage and Lower Annex, spaced 18.5 ft. by 20 ft.; 16 in Rose Room
Utilities: 110 and 220 current
Loading Facilities: Street
Meeting Rooms and Capacities: Forum Arena, 3,940; Arcadia Theatre, 1,931
Facilities for Food Functions and Banquet
Capacity: Concessionaire; caterers can handle banquet up to 1,000
Parking Facilities: Private parking lots
Distance from Business District: In Business District

Hotel Lassen

1st and Market (Phone: Ho-4-5311)
Manager: Walter Schimmel
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-12.50; Double: 8.00-17.50; Suites: 17.50-42.50
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (500)

Group Meal Rates: Breakfast: 1.50 up; Lunch: 1.50 up; Dinner: 2.50 up
Liquor: Package goods only
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 10,975 sq. ft.
Audio-Visual Aids: PA system, spotlights, projector and screen
Stage: Available

KENTUCKY

LEXINGTON

Railroads: C. & O.; L. & N.; C.N.O. & T.P.; So. Airlines: DAL, EAL, PAI

Phoenix Hotel

120 E. Main (Phone: 5-3210)
Manager: Chandler D. Davis
Convention Season: All year, except during racing season
Largest Group Accommodated: 550 (342 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-10.00; Double: 8.00-14.00; Suites: 18.00-55.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (2,000)
No. Banquet Rms. & Capacity of Largest: 8 (1,500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Vary
Net Exhibit Space: 9,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf

LOUISVILLE

Railroads: B. & O.; C. & O.; N.Y.C.; Ill. Cent.; L. & N.; So.; Penna.; C.I. & L.; K. & I.T.
Airlines: AAL, DAL, EAL, OZA, PAI, TWA

CONVENTION BUREAU

Convention & Tourist Bureau
Chamber of Commerce
3rd & Liberty
Lewis C. Tingley

AUDITORIUM

Kentucky Fair & Exposition Center

See Advertisement, Page 112

P.O. Box 67, Shelby Station (Phone: EMerson 6-9592)

Manager: H. Clyde Reeves

Exhibit Areas and Square Footage of Each:
Exhibit Wing: 223,500 sq. ft. on one floor; East Exposition Wing: 184,600 sq. ft.; Coliseum: 40,000 sq. ft.; Room A: 3,400 sq. ft.; Room C: 2,000 sq. ft.
Rental Fees and Services Included in Rent: Varies with facilities used
Floor Load: Unlimited in Exposition Wings; Coliseum—125 lbs. per sq. ft. Rooms A, B, C—125 lbs.

Ventilation: Forced air and air conditioning
Ceiling Height: Exposition Wings—14 to 24 ft.; Coliseum 60 ft.; Rooms A, B, C—10 ft.

P. A. System: Available all areas
Dimensions, Opening to Exhibit Hall: 20' x 14' high; Coliseum 18' x 11' high; Room A: 6' x 7' high; Rooms B & C: 9' x 7' high
No. of Elevators: None, all exhibit space primarily on first floor

Columns, Locations and Dimensions: Exposition Wings lengthwise 30' central columns and across 60' central columns; Coliseum and rooms A, B, C: none
Current and Utilities Available: Gas, electricity, water, sewer

Loading Facilities: Two 50' truck ramps; fork lift and floor trucks available at all times
Railroad Sidings: Tracks within one mile of center

Location, Size of Storage Areas: Approximately 2,500 sq. ft. in ends of each exposition wing
Unlimited under roof outside storage

Number of Meeting Rooms and Capacities: 3: A—400, B—650, C—100 (B&C can be combined to accommodate about 700-750—located 2nd floor Coliseum, under same roof as Exposition Wing)

SHERATON

MARTIN HOTEL IN SIOUX CITY, IOWA

SiouX City's Largest Hotel, Lobby,
Sioux City Dining Room, New Minute Chef®
Restaurant. All sleeping rooms
and one entire function floor air-
conditioned. Headquarters for air-
lines and civic clubs. Free TV and
radio. Free parking. Family Plan.
250 rooms from \$3.00.
JOHN B. YORK
General Manager



The welcome is wonderful at

SHERATON HOTELS

Sheraton Hotels in the
U.S.A., Hawaii and Canada

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE

MIDWEST
CHICAGO
DETROIT
CINCINNATI
ST. LOUIS
CHAMPAIGN
AARON

SOUTH
LOUISVILLE
DALLAS
SAN FRANCISCO
LOS ANGELES

WEST COAST
PASADENA
LOS ANGELES
HAWAII
HONOLULU
CANADIAN
MONTREAL
TORONTO

SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
BIRMINGHAM, N. Y.
RICHMOND, Va.
FRENCH LICK, Ind.
BAND CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa
NEW ORLEANS
DALLAS
PASADENA
LOS ANGELES
HONOLULU
NAGAGAGA FALLS, Ont.
HAMILTON, Ont.

KENTUCKY Louisville continued

Facilities for Food Functions: Dining room for 500, cafeteria for 1,000, banquet for 6,000 or more
Parking Facilities: 10,000 on paved lots adjacent to Coliseum and Exposition wings
Distance from Business District: 4 1/2 miles

Brown Hotel (HSMA)

4th and Broadway Sts. (Phone: Juniper 4-1311)
Manager: D. J. Quin
Sales Manager: Carl D. Anderson
Convention Season: All year

BRING YOUR MEETING to the CENTER OF AMERICA!



KENTUCKY EXPOSITION CENTER

Facilities to fit your meeting needs. 357 acres. 22 acres under roof. Coliseum will seat up to 20,220. East Exposition Wing — 223,500 sq. ft. of exhibiting space. West Exposition Wing — 184,600 sq. ft. of exhibiting space. Stadium has seating capacity of 25,000. Banquet rooms, private meeting rooms, restaurant, cocktail lounge also available.

CONVENTIONS • TRADE ASSOCIATION SHOWS • COMMERCIALS EXHIBITS • LECTURES • SPECTACLES • CONCERTS • OPERAS • CIRCUSES • SHOWS & MEETINGS OF ALL KINDS. CONTACT US • WE WANT TO DEAL!

WRITE FOR THE FULL STORY ON
"THE CENTER OF AMERICA."

KENTUCKY FAIR AND EXPOSITION CENTER

P. O. Box 67, Shelby Station
Louisville 17, Kentucky

Largest Group Accommodated: 1,000 (500 rooms, 25 suites)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-11.00; Double: 9.50-16.00; Suites: 19.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 19 (1,200)
No. Banquet Rms. & Capacity of Largest: 19 (800)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,500 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Sports Facilities: 1 to 2 block radius—bowling alley, swimming
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

The Kentucky Hotel (HSMA)

5th and Walnut Sts. (Phone: Juniper 7-1181)
Manager: D. J. Quin
Sales Manager: Russell L. Anderson
Convention Season: All year, except Kentucky Derby period
Largest Group Accommodated: 1,000 (600 rooms, 30 suites available)
Air Conditioning: 75% of bedrooms, Banquet rooms
Convention Rates: Single: 6.00-12.00; Double: 9.00-16.00; Suites: 22.00-38.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (1,500)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie screens, lectures, black boards
Stage: Available

Sheraton Hotel (HSMA)

See Advertisement, Page 112

500 South Fourth St. (Phone: Juniper 4-4141, Tel. LS-566)
Gen. Manager: F. D. Wallace
Sales Manager: Bill Howard
Convention Season: All year
Largest Group Accommodated: 600 (325 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-16.50; Double: 11.00-20.00; Suites: 20.00-75.00
No. Mtg. Rms. & Capacity of Largest: 18 (950)
No. Banquet Rms. & Capacity of Largest: 18 (850)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, all kinds of projectors available
Stage: Available
Sports Facilities: Golf, swimming nearby

LOUISIANA

ALEXANDRIA

Railroads: So. Pac.; T. & P.; L. & A.; C.R.I. P.; Mo. Pac.
Airlines: DAL, TTA

Hotel Bentley

200 De Sola Street (Phone: 2-3371)
Manager: Larry Blackburn
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 6.50-10.50; Twins: 7.00-10.00; Suites: 15.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 12 (600)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 to 10.00
Charges for Exhibit Areas: 15.00 to 75.00
Net Exhibit Space: 300 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screens
Stage: Yes
Sports Facilities: Golf, fishing, boating nearby

BATON ROUGE

Railroads: I.C.; L. & A.; Mo. P.
Airlines: DAL, EAL, SOU

Bellefont Motor Hotel

7370 Airline Highway (Phone: Elgin 5-3311)
Manager: Vance Thomas
Sales Manager: Douglas Peak
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 10 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.00-18.00; Double: 8.00-18.00; Suites: 15.00-100.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (550)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 and up
Charges for Exhibit Areas: 10.00 and up
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: Screen, blackboard, cassettes, PA system, spotlights
Stage: Will assemble in 4' x 4' sections
Sports Facilities: Golf course 1/2 mile, swimming pool

Capitol House Hotel

Lafayette at Convention (Phone: Dickens 2-7721)
Manager: J. C. Eberhart
Sales Manager: Delmar Walker
Convention Season: All year, except May 10 to July 10 in even years, May 10 to June 10 in odd years
Largest Group Accommodated: 1,100 (450 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-12.00; Double: 9.50-15.00; Suites: 24.50-60.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (1,800)
No. Banquet Rms. & Capacity of Largest: 9 (1,800)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 400.00
Charges for Exhibit Areas: 10.00-400.00
Net Exhibit Space: 11,652 sq. ft.
Audio-Visual Aids: PA system, spotlights, screen and blackboards
Sports Facilities: Swimming Pool

SHERATON

THE SHERATON HOTEL IN LOUISVILLE, KY.

Enjoy Louisville hospitality plus Sheraton service at this 500-room, all air-conditioned hotel. Grand Ballroom seats 800. In all, 11 meeting rooms can hold 2,400 plus.
WILLIAM C. HOWARD
Sales and Convention Mgr.



the welcome is wonderful at

SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST

NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE

MIDWEST

CHICAGO
DETROIT
CLEVELAND, Ohio
CINCINNATI
ST. LOUIS
OMAHA
AKRON

SOUTH

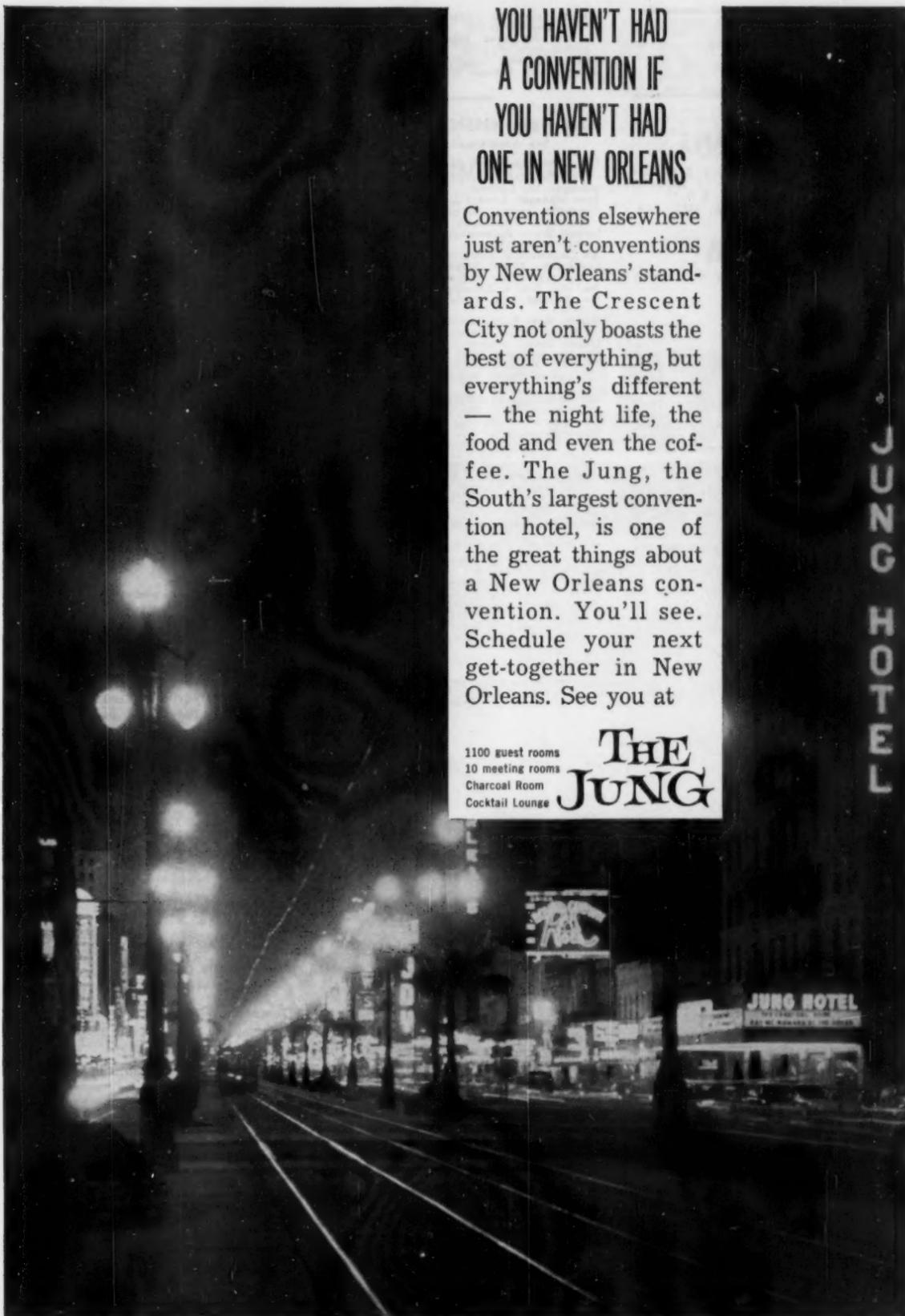
LOUISVILLE
DALLAS
SAN FRANCISCO
PASADENA
LOS ANGELES
PORTLAND, Oregon

HAWAII

HONOLULU
CANADA
MONTREAL
TORONTO

WEST COAST

SEATTLE
VANCOUVER
VICTORIA
NAGARA FALLS, Ont.
HAMILTON, Ont.



YOU HAVEN'T HAD
A CONVENTION IF
YOU HAVEN'T HAD
ONE IN NEW ORLEANS

Conventions elsewhere just aren't conventions by New Orleans' standards. The Crescent City not only boasts the best of everything, but everything's different — the night life, the food and even the coffee. The Jung, the South's largest convention hotel, is one of the great things about a New Orleans convention. You'll see. Schedule your next get-together in New Orleans. See you at

1100 guest rooms
10 meeting rooms
Charcoal Room
Cocktail Lounge

**THE
JUNG**

JUNG HOTEL

LOUISIANA

continued

NEW ORLEANS

Railroads: Ill. Cent.; G.M. & O.; L. & A.; Gulf Coast Lines; So. Pac.; L. & N.; La. So.; M.P.; N.O. & N.E.; N.O. & L.C.; T. & P.
Airlines: BNF, CAP, DAL, EAL, NAL, PAA, SOU, TACA, TIA

CONVENTION BUREAU

Convention & Visitors Bureau
315 Camp St., (5)
Charles Genella, Director

AUDITORIUM

Municipal Auditorium

1201 St. Peter St. (Jackson 5-8411)
Manager: W. Ray Scheuering
Exhibit Areas: Arena, 32,250 sq. ft.; Annex, 26,400 sq. ft.; Upper Annex, 10,000 sq. ft.
Rental Fees: Arena, \$650 per day; Auditorium, \$495 per day; Concert Hall, \$330 per day; Annex, \$385 per day; half of Annex, \$211.75 per day; Upper Annex \$175.00 per day
Floor Load: 200 lbs. per sq. ft. Ventilation: Arena, air conditioned
Ceiling Height: Arena, 66 ft.; Annex, 14 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: Arena, 10 ft. by 10 ft. 9 in.; Annex, 12 ft. 8 in. by 13 ft. 4 in.
Elevators and Capacities: Two passenger; one freight, 10,000 lbs.
Columns: None in Arena; 14 in. columns on 17 ft. and 21 ft. centers in Annex
Utilities: AC current, 3 phase, 4-wire distribution, 220 volts; gas, water
Loading Facilities: Hand truck; railroad siding
Railroad Sidings: Yes
Storage Areas: Annex

Meeting Rooms and Capacities: First, second and third floors—50 to 500
Facilities for Food Functions: Dining Room, kitchen, banquet, 3,000
Parking Facilities: Directly across from building
Distance from Business District: 7 blocks

Jung Hotel (HSMA)

See Advertisement, Page 113

1500 Canal St. (Phone: Magnolia 4471; Teletype No. 238)
Manager: Ray Cantrell
Sales Manager: Emmert J. Bieler
Convention Season: All except Dec. 30, Jan. 1st and Mardi Gras Period
Largest Group Accommodated: 1,400 (700 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-10.00; Double: 12.00-16.00; Suites: 45.00-60.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (1,400)
No. Banquet Rms. & Capacity of Largest: 12 (1,000)
Group Meal Rates: Breakfast: 1.75 up; Lunch: 2.00 up; Dinner: 3.50 up
Liquor: Served in hotel
Charges for Mtg. Rms.: None when used for business sessions by conventions
Charges for Exhibit Areas: Depends on amount of space used
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: Swimming, boating, fishing, golf, horse racing at fairgrounds from Thanksgiving Day through Mardi Gras
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

New Hotel Monteleone (HSMA)

214 Royal St. (Phone: Magnolia 3341)
Manager: A. F. Spatafora
Convention Season: Apr. to Oct.
Largest Group Accommodated: 200 (100 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-10.00; Double: 9.00-16.00; Suites: 25.00-45.00
No. Mtg. Rms. & Capacity of Largest: 5 (500)

No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 35.00-150.00 per day
Audio-Visual Aids: PA system, screen
Stage: Available
Hotel Representative: Utell International (see pg. 29)

The Pontchartrain Hotel (HSMA)

2031 St. Charles Ave. (Phone: Tu 0581)
Manager: E. Lysle Aschaffenburg
Sales Manager: J. Albert Lyle
Convention Season: May to Dec.
Largest Group Accommodated: 32 (12 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-12.00; Double: 11.00-18.00; Suites: from 25.00, European
No. Mtg. Rms. & Capacity of Largest: 1 (40)
No. Banquet Rms. & Capacity of Largest: 1 (40)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: Screen

The Roosevelt (HSMA)

See Advertisement, Page 114

123 Baronne (Phone: MA-2371)
Manager: A. C. Bellande
Sales Manager: Al Bourgeois
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-12.00; Double: 11.00-15.00; Twins: 15.00-18.00; Suites: from 32.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (2,250)
No. Banquet Rms. & Capacity of Largest: 4 (1,500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 350.00 to 500.00 per day
Net Exhibit Space: 22,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available

The Sheraton-Charles (HSMA)

See Advertisement, Page 115

211 St. Charles Ave.
Manager: Edwin J. Gaudet, Jr.
Sales Manager: Charles V. Grigsby
Convention Season: All year except Sugar Bowl and Mardi Gras periods
Largest Group Accommodated: 700 (350 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-9.00; Double: 9.00-11.00; Twins: 13.00-16.00; Suites: 25.00-55.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Charges for Exhibit Areas: 10.00 up
Net Exhibit Space: 5,955 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Portable

Tamanaca Motel

1725 Tulane Ave.
Manager: O. L. Dausterive
Sales Manager: William Vogel
Largest Group Accommodated: 100 (50 rooms, 3 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-10.00; Double: 12.00-15.00, European
No. Mtg. Rms. & Capacity of Largest: 1 (70)
No. Banquet Rooms: 1
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00
Net Exhibit Space: 624 sq. ft. on one floor
Audio-Visual Aids: PA system
Sports Facilities: Swimming

SHREVEPORT

Railroads: I.C.; K.C.S.; L. & A.; St. L.S.W.; S. P.; T. & P.
Airlines: BNF, DAL, TIA

*In New Orleans—
America's Most Interesting City
your convention business
is a pleasure at the*

ROOSEVELT

100% AIR-CONDITIONED THE YEAR 'ROUND



- ★ 14 comfortable meeting rooms, seating 25 to 2,250 persons
- ★ The center of business, civic and social activities in New Orleans
- ★ Home of the famous Blue Room for dining and dancing and floor shows
- ★ Also for your dining convenience The Coffee Shop, Fountain Lounge, Coffee House and Plantation Room.



SEYMOUR WEISS
President and Managing Director

A. C. BELLANDE
Manager

Captain Shreve

408 Market (Phone: 2-9351; Telegraph: FGO)
Manager: Johnny Brown
Sales Manager: James Melton
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-10.00; Double: 7.00-12.00; Suites: 13.00-15.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (325)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00 to 125.00
Charges for Exhibit Areas: 25.00 to 125.00
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Washington Youree Hotel

Edwards & Travis Sts. (Phone: 2-2121)
Manager: Alb L. Dietz
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-7.00; Double: 7.00-9.50; Suites: 15.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 8.00 to 12.00
Charges for Exhibit Areas: 10.00 to 12.00
Net Exhibit Space: 380 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available

MAINE

BANGOR AUDITORIUM

Railroads: B. & A.
Airlines: NEA
Bangor Municipal Auditorium
100 Dutton St. (Phone: 2-9000, 2-9133, 2-4462)
Manager: John B. Quigley
Exhibit Areas: 15,000 sq. ft.
Rental Fees and Service Included in Rent: Min. 225.00 per night or 10% of Admissions
Ventilation: Blowers
Ceiling Height: 45 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 18 ft. by 22 ft. high
Columns: None
Current and Utilities Available: 110 & 220 AC
Parking Facilities: 3,000 cars
Distance from Business District: 1/3 mile

Bangor House

174 Main St. (Phone: Bangor 7321)
Manager: John G. Chapman
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms, 2 suites available)
Air Conditioning: Banquet halls, meeting rooms
Convention Rates: Single: 4.00-7.50; Double: 6.00 to 11.50; Suites: 20.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Rates for Meals: Breakfast: .50; Lunch: .75; Dinner: 1.95
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: To 50.00
Charges for Exhibit Areas: 7.50-10.00
Audio-Visual Aids: PA system, spotlights, screen
Stage: Yes (portable)
Sports Facilities: Golf, tennis, bowling

GREENVILLE JUNCTION

Railroads: B. & M.; C.P.R.

Squaw Mountain Inn (HMSA)

Moosehead Lake (Phone: Greenville 10)
Manager: Philip Sheridan
Convention Season: June 15 to July 15, Aug. 20 to Sep. 15
Largest Group Accommodated: 200 (101 rooms, 6 suites available)

Convention Rates: 12.00-14.00 per person, American
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,340 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Boating, fishing, tennis, golf, mountain climbing

KENNEBUNKPORT

Railroads: B. & M.

The Colony Hotel

(Phone: K'port 7-3331)
Manager: Geo. M. Boughton
Convention Season: June 15 to July 1, Labor Day to Sept 15

Largest Group Accommodated: 100 (125 rooms available)
Convention Rates: Single: 17.00; Double: 30.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (125)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,862 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Sports Facilities: New swimming pool, tennis, golf, fishing
Hotel Representative: Robert F. Warner Inc. (see pg. 29)

POLAND SPRING

Railroads: To Danville Jct. Maine Cent.

SHERATON



New Orleans' famed charm plus the famous Sheraton welcome await you here, just steps from the French Quarter. The hotel's 10 meeting rooms can hold a total of more than 2,400 — 900 in the Grand Ballroom alone. 500 air-conditioned rooms.

Charles Grigsby, Sales Manager

EAST NEW YORK BOSTON WASHINGTON PITTSBURGH BALTIMORE PHILADELPHIA PROVIDENCE SPRINGFIELD, Mass.	ALBANY ROCHESTER BUFFALO SYRACUSE BINGHAMTON, N. Y. MIDWEST CHICAGO DETROIT CLEVELAND	CINCINNATI ST. LOUIS OMAHA AKRON INDIANAPOLIS FRENCH LICK, Ind. RAPID CITY, S. D. SIOUX CITY, Iowa SIOUX FALLS, S. D.	CEDAR RAPIDS, Iowa SOUTH LOUISVILLE DALLAS NEW ORLEANS MOBILE, Alabama WEST COAST SAN FRANCISCO LOS ANGELES	PASADENA PORTLAND, Oregon HAWAII HONOLULU CANADA MONTREAL TORONTO NIAGARA FALLS, Ont. HAMILTON, Ont.
--	---	--	--	---

MAINE

Poland Spring continued

Poland Springs Hotels (The Poland Spring House & The Mansion House)

See Advertisement, Page 116

(Phone: Poland, Wyman 8-4351)

Manager: Charles Connor

Sales Manager: Rod Johnston

Convention Season: Mid May to Mid Oct.

Largest Group Accommodated: 500 (350 rooms,

14 suites available)

Convention Rates: Single: 18.00; Double: 16.00;

Suites: 20.00 above cost of bedroom. American

No. Mtg. Rms. & Capacity of Largest: 13 (450)

Group Meal Rates: Breakfast: 2.00; Lunch: 3.00;

Dinner: 4.00

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None

Net Exhibit Space: 300 sq. ft. on one floor, separ-

ate area

Audio-Visual Aids: PA system, spotlights, 16mm

sound projector

Stage: Available

Sports Facilities: Golf, tennis, swimming, trap

shooting, shuffleboard, putting, ping pong, bad-

minton

PORTLAND

Railroads: B. & M., M. C., GT.

Airlines: NEA, Air Taxi

The Eastland Hotel

157 High St. (Phone: 25411)

Manager: Leo G. Gain

Convention Season: All year

Largest Group Accommodated: 650 (300 rooms,

20 suites available)

Convention Rates: Single: 6.00-9.00; Double: 9.00-

12.50; Suites: 14.25-27.50, European

No. Mtg. Rms. & Capacity of Largest: 5 (650)

No. Banquet Rms. & Capacity of Largest: 4 (550)

Group Meal Rates: Breakfast: .95; Lunch: 1.50;

Dinner: 1.50

Liquor: Served in hotel

Charges for Mtg. Rms.: Vary

Charges for Exhibit Areas: Vary

Net Exhibit Space: 7,000 sq. ft.

Audio-Visual Aids: PA system, spotlights, screen

The Lafayette (HSMA)

638 Congress (Phone: Spruce 3-6441)

Manager: R. H. Pew

Convention Season: All year

Largest Group Accommodated: 300 (150 rooms,

2 suites available)

Air Conditioning: Two sleeping rooms

Convention Rates: Single: 5.75-8.00; Double: 8.00-

11.00; Suites: 15.00-20.00, European

No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.10;
Dinner: 2.35
Liquor: Served in hotel
Charges for Mtg. Rms. None if meals served or
headquarters
Charges for Exhibit Areas: If exhibitors are
charged for showing, 5.00 per exhibit
Net Exhibit Space: 2,745 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, deep sea fishing, swim-
ming nearby

ROCKLAND

Railroads: Maine Cent.

Airlines: NEA

Samoset Hotel

(Phone: Rockland Lyric 4-8411)

Manager: Larry Borsten

Convention Season: June to Sept. (mostly during

June and Sept.)

Largest Group Accommodated: 300 (150 rooms,

few suites available)

Convention Rates: Single: 19.00; Double: 32.00-

34.00; Parlor: 14.00-20.00, American

No. Mtg. Rms. & Capacity of Largest: 10 (300)

No. Banquet Rms. & Capacity of Largest: 3 (650)

Group Meal Rates: Breakfast: from 1.50; Lunch:

from 3.00; Dinner: from 4.25

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Net Exhibit Space: 17,944 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights, black-

boards, 16mm projector

Stage: Available

Sports Facilities: Golf, tennis, swimming (ocean

& pool), sailing, fishing

Railroads: B. & M.

The Marshall House

(Phone: York 300—in winter, York 27)

Manager: Daniel C. Delany

Convention Season: June and Sept.

Largest Group Accommodated: 300 (172 rooms,

3 suites available)

Convention Rates: Single: 13.00-18.00; Double:

26.00-30.00; Parlor: 16.00, American

No. Mtg. Rms. & Capacity of Largest: 14 (450)

No. Banquet Rms. & Capacity of Largest: 3 (450)

Group Meal Rates: Breakfast: 2.00; Lunch: 3.00;

Dinner: 4.00

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None

Net Exhibit Space: 5,600 sq. ft. on one floor,

separate area

Audio-Visual Aids: PA system, spotlights, 16mm

sound projector, screen

Stage: Available

Sports Facilities: Beach, salt water pool, tennis,

putting, golf, boating, fishing, shuffleboard, soft

ball

MARYLAND

BALTIMORE

Railroads: Penna.; Balt. & O.; West Md.; Bal. &
An El.; M. & P.
Airlines: AAA, AAL, CAP, DAL, EAL, NAL,
PAA, TWA, UAL

CONVENTION BUREAU

Baltimore Convention Bureau, Inc.

202 Title Bldg. (2)

L. H. Denton, Director

Emerson Hotel (HSMA)

Baltimore & Calvert Sts. (Phone: MULberry 5-4400;

Telegraph: BA-277)

VP & Gen. Manager: William E. Stubbs, Jr.

Sales Manager: Kemp C. Gatling

Convention Season: All year

Largest Group Accommodated: 1,200 (325 rooms,

17 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 6.50-10.00; Double: 9.50-

11.50; Suites: 20.00-50.00, European

No. Mtg. Rms. & Capacity of Largest: 9 (1,200)

No. Banquet Rms. & Capacity of Largest: 9 (1,000)

Group Meal Rates: Breakfast: 1.25; Lunch: 2.00;

Dinner: 3.00

Liquor: Served in hotel

Charges for Mtg. Rms.: 35.00-45.00

Audio-Visual Aids: PA system, spotlights

Lord Baltimore Hotel (HSMA)

Baltimore & Hanover Sts. (Phone: Lexington 9-

8400)

Manager: Harold Kraus

Dir. of Sales: G. Sanford Core

Convention Season: All year

Largest Group Accommodated: 900 (500 rooms,

30 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 8.00-14.00; Double: 9.50-

18.00; Twins: 11.00-18.00; Suites: 23.00-37.00, Eu-

ropean

No. Mtg. Rms. & Capacity of Largest: 14 (1,430)

No. Banquet Rms. & Capacity of Largest: 10

(1,120)

Group Meal Rates: Breakfast: 2.00; Lunch: 2.50;

Dinner: 4.00

Liquor: Served in hotel

Charges for Mtg. Rms.: Depends on sleeping

rooms occupied

Net Exhibit Space: 5,000 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights, All types

of projectors available on rental basis

Stage: Yes (11.5'x40')

Sheraton-Belevedere Hotel (HSMA)

See Advertisement, Page 11

Charles at Chase Sts. (Phone: MULberry 5-1000)

Manager: Albert S. Fox

Sales Manager: A. Russell Phillips

Convention Season: All year

Largest Group Accommodated: 200 (100 rooms,

10 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 9.50-13.50; Double:

13.50-19.50; Suites: 18.00-40.00, European

No. Mtg. Rms. & Capacity of Largest: 9 (575)

No. Banquet Rms. & Capacity of Largest: 9 (475)

Group Meal Rates: Breakfast: 2.00; Lunch: 2.75;

Dinner: 4.00

Liquor: Served in hotel

Charges for Mtg. Rms.: 15.00 up

Charges for Exhibit Areas: 15.00 up

Net Exhibit Space: 5,000 sq. ft. on one floor.

Separate area

Audio-Visual Aids: PA system, spotlights, large

TV projector

Stage: Available

Southern Hotel

Light & Redwood Streets (Phone: Saratoga 7-1600)

Manager: Harold I. Fink

Sales Manager: Albert W. Eldridge

Convention Season: All year

Largest Group Accommodated: 1,000 (400 rooms,

11 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 7.00-12.50; Double: 12.50;

Suites: 26.00, European

No. Mtg. Rms. & Capacity of Largest: 22 (1,000)

No. Banquet Rms. & Capacity of Largest: 22 (500)

Group Meal Rates: Breakfast: 2.00; Lunch: 2.50;

Dinner: 4.00

Liquor: Served in hotel

Charges for Mtg. Rms.: 10.00

Charges for Exhibit Areas: 17.00 & 20.00

Net Exhibit Space: 1,000 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights, screens

CHESTERTOWN

Railroads: Penna.

POLAND SPRING RESORT

Serving CONVENTIONS Half a Century
MAINE'S FAMOUS SPA

Easy to reach by TURNPIKE, Train or Plane
POLAND SPRING HOUSE and MANSION HOUSE
Accommodations for up to 500

Known for good food and fine beverages.

Complete business and recreational facilities.

Write for DATES and colorful literature.

Groups Invited May Through October.



You'll get a "KICK" out of
our gay-ninety decor and
nostalgic Handle-BAR Room

Poland Spring Hotels, Poland Spring, Maine . . . Home of Poland Water



Great Oak Lodge

Route 2, Box 218 (Phone: 1100)
Business Manager: Calvin C. Smith
Convention Season: All year, except weekends in summer
Largest Group Accommodated: 80 (40 rooms, 2 suites available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 12.00-16.00; Double: 15.00-22.00; Suites: 27.00-38.00
No. Mtg. Rms. & Capacity of Largest: 3 (350)
No. Banquet Rms. & Capacity of Largest: 3 (100)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Net Exhibit Space: 2,200 sq. ft. on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes (12' x 14')
Sports Facilities: Nine-hole golf course, sailing, swimming, hunting, badminton, ping pong, horseback riding, water skiing, fishing, trap shooting, power boats

CUMBERLAND

Railroads: B. & O.; C. & P.; Penna.; W. Md.

Algonquin Hotel

See Advertisement, Page 15

Washington St. (Phone: PA 2-3330)
Manager: Pat Stakem
Convention Season: All year
Largest Group Accommodated: 250 (120 rooms, 3 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 3.00 to 6.50; Double: 5.50 to 10.00; Suites: 8.00 to 15.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (75)
No. Banquet Rms. & Capacity of Largest: 2 (75)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.50; Dinner: 2.50
Liquor: Yes
Charges for Mtg. Rms.: 20 a chair
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 250 sq. ft.
Audio-Visual Aids: Spotlights
Stage: None
Sports Facilities: Golf, swimming, horseback riding

MASSACHUSETTS

ANDOVER

Railroad: B&M

Andover Inn

See Advertisement, Pages 30, 31

Chapel Ave. (Phone: Greenleaf 5-5903)
Manager: Robert N. Frazer
Convention Season: All year
Largest Group Accommodated: 55 (30 rooms, 1 suite available)
Convention Rates: Single: 15.00; Double: 12.00; Suite: 22.00, American, European on request
No. Mtg. Rms. & Capacity of Largest: 3 (55)
No. Banquet Rms. & Capacity of Largest: 3 (55)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.50; Dinner: 2.50
Liquor: Not served in hotel. Groups should bring own
Charges for Mtg. Rms.: 5.00-10.00
Charges for Exhibit Areas: 10.00-20.00
Net Exhibit Space: 1,158 sq. ft. on one floor
Audio-Visual Aids: Available
Sports Facilities: Golf 1 1/2 miles

AMHERST

Railroads: C. V.; B. & M.

The Lord Jeffery

See Advertisement, Pages 30, 31

30 Boltwood Ave. (Phone: Alpine 3-2576)
Manager: Norman M. Enman
Convention Season: All year, except May 15 to June 15 and Sept. 15 to Nov. 1
Largest Group Accommodated: 85 (60 rooms available)
Air Conditioning: Banquet rooms, some bedrooms

Convention Rates: Single: 6.00-8.00; Double: 10.00-16.00, European, American plan available for groups
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, fishing, swimming

BOSTON

Railroads: B. & M.; N.Y.C.; N.Y. N.H. & H. Airlines: AAL, EAL, MOH, NAL, NEA, PAA, TCA, TWA, UAL

CONVENTION BUREAU

Convention & Visitors Bureau
80 Federal St. (10)
E. C. Sherry, Manager

AUDITORIUMS

Boston Garden

North Station (Cap 7-3200)
Manager: Walter A. Brown
Exhibit Areas: Arena, 26,730 sq. ft.; Exhibition Hall, 42,350 sq. ft.
Rental Fees and Services: Depends on season & attraction
Floor Load: 200 lbs. per sq. ft.
Ventilation: Rotary fans and blowers
Ceiling Height: Exhibition Hall, 16 ft.; Arena, 68 ft.
PA System: Excellent
Dimensions, Opening to Exhibit Hall: 17 ft. 6 in. high by 15 ft. 6 in. wide
Elevators and Capacities: One, 3,000 lbs.
Columns: None on Arena floor
Utilities: AC and DC current, gas, steam, water
Loading Facilities: Ramp from railroad into exhibition hall
Storage Areas: Ample
Meeting Rooms: In hotel adjoining
Facilities for Food Functions and Banquet Capacity: Complete facilities for 1,500 banquet
Parking Facilities: Ample
Distance from Business District: In heart of commercial district

Bradford Hotel (HSMA)

275 Tremont St. (Phone: Han. 6-1400)
Manager: R. N. Appleton
Convention Season: All year
Largest Group Accommodated: 650 (275 rooms, 10 suites available)
Air Conditioning: Some bedrooms, all banquet rooms
Convention Rates: Single: 7.50-10.50; Double: 11.00-16.00; Suites: 20.00-28.00, European
No. Mtg. Rms. & Capacity of Largest: 13 (2,400)
No. Banquet Rms. & Capacity of Largest: 13 (1,500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 33,049 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage, 52 ft. by 26 ft.

Hotel Kenmore (HSMA)

490 Commonwealth v. (Phone: Kenmore 6-2770)
Manager: Arthur D. Dooley
Sales Manager: Justin P. Quinn
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 8.00-13.50; Twin: 14.00-19.50; Suites: 23.00-28.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms. & Capacity of Largest: 12 (380)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00-200.00
Audio-Visual Aids: PA system, spotlights
Stage: Yes (26'x12')
Sports Facilities: Swimming pool

Hotel Madison

North Station (Phone: CA 7-2600)
Manager: Reed Seely
Sales Manager: Robert B. Sargent
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 6 suites available)
Air Conditioning: All banquet and meeting rooms

Convention Rates: Single: 6.00-9.00; Double: 8.00-18.00; Suite: 16.00-40.00, American
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 11 (250)
Group Meal Rates: Breakfast: from .45; Lunch: from .75; Dinner: from 1.35
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Boston Garden next door with hockey, basketball, tennis, ice shows

Parker House (HSMA)

40 School Street (Phone: CA 7-8600)
Manager: Carl J. Peterson
Sales Manager: John E. Pacheco
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 9.00-11.50; Double: 14.00-15.50; Twins: 14.50-22.00, European
No. Mtg. Rms. & Capacity of Largest: 16 (500)
No. Banquet Rms. & Capacity of Largest: 16 (400)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Depends upon size of room
Charges for Exhibit Areas: Depends upon size of room
Net Exhibit Space: 6,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens, projectors on rental basis
Stage: Available
Sports Facilities: Boston Garden nearby

Sheraton-Plaza Hotel (HSMA)

See Advertisement, Page 11

Copley Square (Phone: CO 7-5300)
Manager: H. de Fine Nyboe
Sales Manager: William N. Field
Convention Season: All year
Largest Group Accommodated: 1,000 (250 rooms and 15 suites available)
Air Conditioning: Entire
Convention Rates: Single: 9.85-16.00; Double: 16.00-21.00; Suites: 34.00-65.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (1,600)
No. Banquet Rms. & Capacity of Largest: 12 (1,200)
Rates for Meals: Breakfast: 2.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: 10.00 to 65.00
Net Exhibit Space: 17,845 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 28' x 16'

Somerset Hotel (HSMA)

See Advertisement, Page 24

400 Commonwealth Ave. (Phone: CO 7-9000)
Manager: Paul Sonnabend
Sales Manager: Frank Hignett
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 30 suites available)
Air Conditioning: Banquet halls, many bedrooms
Convention Rates: Single: 9.00 to 15.00; Double: 15.00 to 21.00; Suites: 24.00 to 50.00
No. Mtg. Rms. & Capacity of Largest: 15 (1,250)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.50; Dinner: 5.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: According to size required
Net Exhibit Space: 22,065
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

Hotel Statler Hilton (HSMA)

See Advertisement, Page 33

Park Square (Phone: HANcock 6-2000)
Manager: D. B. Stanbro
Sales Manager: Val W. Ringer
Convention Season: All year
Largest Group Accommodated: 1,500 (700 rooms, 30 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 10.00-15.50; Double: 16.00-21.00; Suites: 39.00-44.00, European
No. Mtg. Rms. & Capacity of Largest: 11 (2,000)
No. Banquet Rms. & Capacity of Largest: 11 (1,410)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 19,124 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

MASSACHUSETTS

Boston continued

Hotel Touraine (HSMA)

42 Boylston St. (Phone: Hancock 6-3500; Telegraph: FJY)
 Manager: Thomas J. Walsh
 Sales Manager: Jane Walsh
 Convention Season: All year
 Largest Group Accommodated: 300 (200 rooms, 16 suites available)
 Air Conditioning: Banquet and meeting rooms, 75 bedrooms
 Convention Rates: Single: 7.50-12.00; Double: 10.00-14.00; Suites: 20.00-25.00, European
 No. Mtg. Rms. & Capacity of Largest: 3 (500)
 No. Banquet Rms. & Capacity of Largest: 3 (425)

There Never Was
 Anything Like This
 for . .
 Business



Conventions

Business Conventions at the Barn . . . different, complete and productive. Barn's Convention Office will tailor plan facilities to meet your requirements plus offers to you the advantage of 1600 private acres in the beautiful Berkshires . . . finest accommodations (private banquet facilities available), scrumptious foods, an experienced staff to cater to your every need, full recreational facilities including golf (private course on premises), riding, swimming (heated pool), fishing (privately stocked pond), hiking, tennis, softball, trap shooting, handball, horseshoe pitching, badminton and hosts of other sport activities.

Write Box S5 for Free Color Folder

JUG END



BARN
 Great Barrington, Mass.

Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
 Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 25.00-200.00
 Charges for Exhibit Areas: 25.00-200.00
 Net Exhibit Space: 3,700 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights

BROOKLINE

Railroads: N.Y.C.

Beaconsfield Hotel

See Advertisement, Page 15

1731 Beacon St. (Phone: ASpinwall 7-6800)
 Manager: Maurice J. Nicholson
 Sales Manager: Paul Snierston
 Convention Season: All year
 Largest Group Accommodated: 100 (50 rooms, 3 suites available)
 Air Conditioning: 5 banquet rooms, 25 bedrooms
 Convention Rates: Single: 5.00 to 12.00; Double: 12.00 to 17.00; Suites: 20.00-24.00, European
 No. Mtg. Rms. & Capacity of Largest: 10 (300)
 No. Banquet Rms. & Capacity of Largest: 10 (200)
 Group Meal Rates: Breakfast: 2.00; Lunch: 2.50;
 Dinner: 3.00
 Liquor: Yes
 Charges for Mtg. Rms.: 10.00 up
 Charges for Exhibit Areas: 10.00 up
 Net Exhibit Space: 5,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Yes

CAMBRIDGE

Commander Hotel

See Advertisement, Page 15

16 Garden St. (Phone: Kirkland 7-4800)
 Manager: Shaffie K. Hamy
 Convention Season: All year
 Largest Group Accommodated: 150 (75 rooms, 10 suites available)
 Air Conditioning: Banquet hall
 Convention Rates: Single: 8.00-9.90; Double: 12.00;
 Suites: 21.00-37.00
 Liquor: Yes
 Audio-Visual Aids: None
 Stage: Yes

GREAT BARRINGTON

The Berkshire Inn

Main Street (Phone: Great Barrington 860)
 Landlord: James J. Joyce
 Convention Season: May to Nov.
 Largest Group Accommodated: 150 (85 rooms, 5 suites available)
 Convention Rates: 15.00-17.00 per day per person.
 American
 No. Mtg. Rms. & Capacity of Largest: 7 (350)
 No. Banquet Rms. & Capacity of Largest: 2 (350)
 Group Meal Rates: A la carte
 Liquor: Yes
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 30,000 sq. ft. on one floor

Audio-Visual Aids: 16mm movie projector, PA system, spotlights
 Stage: Yes
 Sports Facilities: Golf, tennis, swimming, fishing, horseback riding, badminton, shuffleboard, croquet

GREENFIELD

Railroads: B. & M.

Hotel Weldon

(Phone: Prescott 3-5431)

Manager: Thomas J. Connor
 Convention Season: All year
 Largest Group Accommodated: 250 (166 rooms available)
 Convention Rates: Single: 6.50-8.00; Double: 11.00-12.00; Suites: 18.00-24.00, European
 No. Mtg. Rms. & Capacity of Largest: 4 (300)
 No. Banquet Rms. & Capacity of Largest: 2 (250)
 Rates for Meals: Breakfast: 1.25; Lunch: 1.75;
 Dinner: 2.50
 Liquor: Served in hotel
 Charges for Banquet & Mtg. Rms.: From 10.00
 Net Exhibit Space: 2,000 sq. ft.
 Audio-Visual Aids: PA system
 Sports Facilities: Golf

HOLYOKE

Railroads: B. & M.; N.Y., N.H. & H.
 Airlines: Served through Hartford

Roger Smith Hotel

See Advertisement, Page 118

69 Suffolk St. (Phone: JE 2-1414)
 Manager: Robert N. Wish
 Convention Season: All year
 Largest Group Accommodated: 200 (134 rooms, 10 suites available)
 Air Conditioning: Some banquet and meeting rooms
 Convention Rates: Single: 6.50-10.50; Double: 9.50-13.50; Suites: 15.00-25.00
 No. Mtg. Rms. & Capacity of Largest: 7 (600)
 No. Banquet Rms. & Capacity of Largest: 7 (450)
 Group Meal Rates: Breakfast: 1.50; Lunch: 1.75;
 Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 15.00 up
 Charges for Exhibit Areas: 15.00 up
 Net Exhibit Space: 4,700 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, easels, blackboards, screen
 Stage: Available
 Sports Facilities: Bowling, billiards, golf, skiing, swimming

LENOX

Railroads: N.Y. N.H. & H.

Curtis Hotel (HSMA)

(Phone: Lenox 510)

Manager: George A. Turain
 Convention Season: May-early June, late August, Sept.-Oct.
 Largest Group Accommodated: 200 (100 rooms available)
 Air Conditioning: Some bedrooms

HOLYOKE, MASS.

THE Roger Smith HOTEL

is a happy choice for Sales Meetings and Conventions

- courteous, trained staff
- complete cooperation on last minute changes
- centrally located for convenience
- 7 meeting rooms, up to 600 capacity

- 7 banquet rooms up to 450 capacity
- meeting and banquet rooms air-conditioned
- air-conditioned guest rooms available
- fine cuisine

Robert N. Wish, Mgr.
 For information address hotel or Roger Smith Hotels Corp., 106 7th Ave., New York 11

Convention Rates: 14.00-18.00 per person, American
 No. Mtg. Rms. & Capacity of Largest: 4 (400)
 No. Banquet Rms. & Capacity of Largest: 4 (400)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 4,000 sq. ft. on one floor,
 Audio-Visual Aids: PA system, spotlights, 16mm sound projector, blackboards
 Stage: Available
 Sports Facilities: Swimming, golf, tennis, shuffleboard, ping pong, badminton, fishing, boating

MARTHA'S VINEYARD

The Harbor View (A Treadway Inn)

See Advertisement, Pages 30, 31

Edgartown (Phone: 444)
 Manager: John S. Packard
 Convention Season: June 20 to July 1, Sept. 5 to Sept. 10
 Largest Group Accommodated: 125 (75 rooms, 5 suites available)
 Convention Rates: Single: 15.00-28.00; Double: 28.00; Suites: 35.00 for two, American
 No. Mtg. Rms. & Capacity of Largest: 1 (100)
 No. Banquet Rms. & Capacity of Largest: 1 (150)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 1,500 sq. ft. on one floor
 Audio-Visual Aids: Spotlights
 Sports Facilities: Golf, tennis, beach, shuffleboard, fishing

NORTHAMPTON

Railroads: E. & M.; N.Y., N.H. & H.

Hotel Northampton and Wiggins Tavern

36 King Street (Phone: Justice 4-3100)
 Manager: Olaf Lambert
 Sales Manager: Joseph A. Sylvia
 Convention Season: All year except first two week ends in June
 Largest Group Accommodated: 235 (115 rooms, 7 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 6.00-12.50; Double: 11.00-22.00; Suites: 22.00-35.00, European, Can arrange American plan packages.
 No. Mtg. Rms. & Capacity of Largest: 6 (350)
 No. Banquet Rms. & Capacity of Largest: 6 (300)
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 1,500 sq. ft. on one floor, separate area
 Audio-Visual Aids: PA system, spotlights, projectors on rental basis
 Stage: Available
 Sports Facilities: Golf 4 miles

NORTH FALMOUTH

Railroads: N.Y., N.H. & H.

Clauson's Inn at Coonamesset (HSMA)

(Phone: LO 3-5926)
 Manager: James E. Clark
 Sales Manager: Donald H. Clauson
 Convention Season: May 25 to Oct. 15, Sept. 1-July 1
 Largest Group Accommodated: 100 (25 rooms and 20 suites available)
 Convention Rates: Single: 18.00; Double: 15.00; Suites: 18.00 per person, American
 No. Mtg. Rms. & Capacity of Largest: 2 (65)
 No. Banquet Rms. & Capacity of Largest: 5 (100)

Group Meal Rates: Breakfast: 1.50; Lunch: 2.00 to 3.00; Dinner: 3.00 to 5.00
 Liquor: Served in hotel
 Charges for Banquet & Mtg. Rms.: None
 Net Exhibit Space: 2,900 sq. ft. on one floor
 Audio-Visual Aids: Motion picture projector, PA system, spotlights
 Stage: Available
 Sports Facilities: Golf, tennis, horseback riding, swimming, boating, fishing, water sports

PITTSFIELD

Railroads: N.Y.C.; N.Y., N.H. & H.
 Airlines: NEA

The Wendell-Sherwood Hotel (HSMA)

8 South St. (Phone Hillcrest 5-4511)
 Manager: Robert D. Michael
 Sales Manager: J. Joshua Goldberg
 Convention Season: All year
 Largest Group Accommodated: 500 (300 rooms, 9 suites available)
 Air Conditioning: Banquet and meeting rooms, 50 bedrooms
 Convention Rates: Single: 7.50; Double: 11.50; Suites: 25.00-35.00, European
 No. Mtg. Rms. & Capacity of Largest: 4 (500)
 No. Banquet Rms. & Capacity of Largest: 4 (450)
 Group Meal Rates: Breakfast: 1.10; Lunch: 1.75; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 3,600 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, screen
 Stage: Available
 Sports Facilities: Swimming, fishing, horseback riding, tennis, boating

SOUTH EGREMONT

Jug End Barn (HSMA)

See Advertisement, Page 118
 (Phone: Great Barrington 434)
 Manager: Angus R. MacDonald



BERKSHIRE
County

good business . . . good living

- convenient location—easy to reach by all main transportation lines; a short drive from New York and from Boston via Massachusetts Turnpike
- thriving industrial labor
- stable supply of skilled labor
- accessible to key markets and materials
- excellent source of power and utilities
- desirable plant sites—open to qualified companies
- superb cultural advantages—a world-famous center of music, art, and drama; home of the Tanglewood festival
- top recreational facilities—excellent golf, fishing and skiing

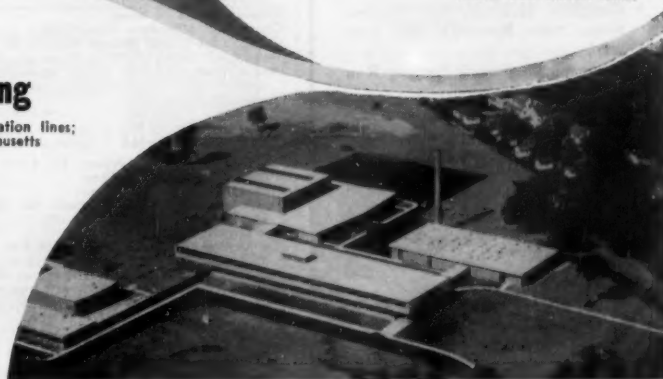
write: **BERKSHIRE COUNTY
INDUSTRIAL DEVELOPMENT COMMISSION
COUNTY COURT HOUSE
PITTSFIELD, MASSACHUSETTS**

For sales meetings, conventions . . .

Berkshire Hills OF MASSACHUSETTS

any season of the year

The Berkshires, located just 135 miles from New York City and Boston, provide the perfect setting for business meetings. A superior selection of hotel and convention accommodations is available to groups of all sizes. For after-hours fun, enjoy theaters, concerts, and the famous recreation facilities of this year-round convention land.



MASSACHUSETTS

South Egremont continued

Convention Season: Monday to Friday, Sept. 15-June 15
 Largest Group Accommodated: 104 (52 rooms, 3 suites available)
 Convention Rates: Single: 15.00-22.50; Double: 15.00, American
 No. Mtg. Rms. & Capacity of Largest: 8 (250)
 No. Banquet Rms. & Capacity of Largest: 2 (200)
 Group Meal Rates: Breakfast: .75; Lunch: 2.00; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 6,000 sq. ft. on one floor
 Audio-Visual Aids: Movie, slide projectors, PA system, spotlights, tape recorder, easels, blackboards
 Stage: 12 ft. by 20 ft.
 Sports Facilities: Horseback riding, outdoor swimming pool, tennis courts, badminton, golf, fishing, skiing, trap shooting

SOUTH LEE

Railroads: N.Y., N.H. & H.

Oak N' Spruce (HSMA)

(Phone: 795 W)
 Manager: Frank J. Prinz
 Convention Season: Jan. to Jun., Sept. to Jan.
 Largest Group Accommodated: 120 (60 rooms available)
 Convention Rates: Single: 10.00-16.00; Double: 20.00-32.00, American
 No. Mtg. Rms. & Capacity of Largest: 2 (150)
 No. Banquet Rms. & Capacity of Largest: 2 (120)
 Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None

*At the Heart of
 Southeastern
 New England's
 Billion-Dollar Market . . .*



Taunton, Massachusetts

- 30 minutes or less from all major centers at the Junction of Routes 24, 44, 138, and 140.
- 100 Modern Rooms.
- Complete facilities for Conventions, Sales Meetings, and Banquets.
- Home of the famed Herring Run Restaurant.
- Surrounded by Free Parking.

For complete information, phone Van Dyke 4-7574, or write J. Edward Downes, Host.



MODERN CONVENIENCES WITH FULL HOTEL SERVICES.

Net Exhibit Space: 1,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 35mm slide, 16mm sound projectors
 Stage: Available
 Sports Facilities: Swimming, golf, tennis, hunting, skiing, fishing, snow making machine

SPRINGFIELD

Railroads: N.Y., N.H. & H.; B. & M.; N.Y.C.
 Airlines: AAL, EAL, MOH, NEA, TWA, UAL

AUDITORIUMS

Industrial Arts Building, Eastern States Exposition

Memorial Avenue (Phone: REpublic 3-5101)
 Manager: Adrian L. Potter
 Exhibit Areas: 123,000 sq. ft. on one level
 Rental Fees and Services: \$600 per day of actual use; no services included
 Floor Load: Unlimited
 Ventilation: Ventilating monitors
 Ceiling Height: 22 ft., 18 ft. clearance
 PA System: No permanent installation
 Dimensions, Opening to Exhibit Hall: 8 doors at ground level, 11 ft. by 11 ft., one door, 14 ft. high
 Columns: 10" by 10" located 24 ft. apart in one direction and 45 ft. in other direction
 Utilities: 110 v, 220 v AC, gas, water, drainage
 Loading Facilities: Railroad siding near building
 Storage Areas: 30 ft. by 30 ft. in building, limitless capacity in nearby buildings
 Meeting Rooms and Capacities: Little Theatre seating 300, two seating 60 each
 Facilities for Food Functions: Caterers available
 Parking Facilities: 150 acres
 Distance from Business District: Two miles

Springfield Auditorium

54 Court Street (Phone: 6-2711, Ext. 215)
 Manager: City Property Committee
 Exhibit Areas: Main floor, 8,100 sq. ft.; basement, 6,000 sq. ft.
 Rental Fees and Services: From 50.00 to 400.00 plus janitorial fees from 40.00 to 70.00
 Floor Load: Average
 Ventilation: Exhaust system
 Ceiling Height: 50 ft. PA System: Rented; 3-hour minimum, \$8.33
 Opening to Exhibit Hall: Five double doors
 Elevators and Capacities: One freight elevator
 Columns: 16 columns, 3 ft. columns to side
 Utilities: AC and DC current, gas, steam, water, compressed air
 Loading Facilities: Ramp to elevator
 Storage Areas: In basement
 Meeting Rooms and Capacities: Main floor seats 1,424; balcony, 920; gallery, 874; 4 rooms, seat 40 each; Mahogany Room, 200; basement, 800
 Facilities for Food Functions: Facilities for banquet of 1,000; Basement, 875
 Parking Facilities: Garage at rear of auditorium
 Distance from Business District: In heart of business district

Highland Hotel

28 Hillman St. (Phone: RE 4-2141)
 Manager: Vincent J. Guarino
 Sales Manager: Thomas L. Sophinos
 Convention Season: All year
 Largest Group Accommodated: 200 (100 rooms available)
 Air Conditioning: Banquet and meeting rooms, some bedrooms
 Convention Rates: Single: 4.25-9.75; Double: 8.25-10.75, American
 No. Mtg. Rms. & Capacity of Largest: 6 (600)
 No. Banquet Rms. & Capacity of Largest: 10 (600)
 Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: From 10.00
 Charges for Exhibit Areas: From 25.00
 Net Exhibit Space: 10,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, screen, blackboards, 16mm projector, rostrum
 Stage: Yes

The Shelton Hotel

70 Chestnut Street (Phone: RE 4-3141)
 Manager: Raymond J. Shea
 Convention Season: All year
 Largest Group Accommodated: 400 (200 rooms, 10 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 6.85-8.85; Double: 9.85-12.35; Suites: 22.00-25.00, European
 No. Mtg. Rms. & Capacity of Largest: 10 (275)
 No. Banquet Rms. & Capacity of Largest: 10 (275)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.00; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 10.00-75.00
 Charges for Exhibit Areas: 25.00-75.00
 Net Exhibit Space: 4,000 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights, 16mm, 35mm projectors, screens
 Stage: Yes
 Sports Facilities: Country club 20 minutes

Sheraton-Kimball Hotel (HSMA)

See Advertisement, Page 11

140 Chestnut St. (Phone: 2-1121)
 Gen. Manager: Maurice T. Lawler
 Sales Manager: John J. McDonald
 Convention Season: All year
 Largest Group Accommodated: 600 (275 rooms, 7 suites available)
 Air Conditioning: Banquet and meeting rooms, 75% bedrooms
 Convention Rates: Single: 6.85-12.00; Double: 10.85-16.00; Suites: 14.50-25.00, European
 No. Mtg. Rms. & Capacity of Largest: 8 (600)
 No. Banquet Rms. & Capacity of Largest: 8 (450)
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: Variable
 Charges for Exhibit Areas: Variable
 Net Exhibit Space: 3,200 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, screens, blackboards
 Stage: Available
 Sports Facilities: Golf, bowling, tennis

STURBRIDGE

Railroads: Putnam ct.

Publick House (HSMA)

See Advertisement, Pages 30, 31

Main St. (Phone: Dickens 7-3313)
 Manager: Mrs. Louise Coggeshall
 Sales Manager: David F. Treadway
 Convention Season: Nov. to May
 Largest Group Accommodated: 36 (32 rooms, 2 suites available)
 Convention Rates: Single: 5.00-9.00; Double: 6.00-16.00; Suites: 22.00-24.00, European
 No. Mtg. Rms. & Capacity of Largest: 4 (100)
 No. Banquet Rms. & Capacity of Largest: 7 (100)
 Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.75
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Sports Facilities: Golf 4 miles away

SWAMPSCOTT

Railroads: B. & M.

New Ocean House

216 Puritan Road (Phone: Lynn 2-6500)
 Manager: Clement Kennedy
 Convention Season: Apr., May, June, Sept., Oct.
 Largest Group Accommodated: 800 (300 rooms, 30 suites available)
 Air Conditioning: Two meeting and banquet rooms, some bedrooms
 Convention Rates: Single: 13.00-16.00; Double: 23.00-29.50; Suites: 30.00-36.00, American
 No. Mtg. Rms. & Capacity of Largest: 13 (2,000)
 No. Banquet Rms. & Capacity of Largest: 7 (1,000)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.75; Dinner: 3.50
 Liquor: Served in hotel
 Net Exhibit Space: 10,000 sq. ft. on one floor.
 Separate area
 Audio-Visual Aids: PA system, spotlights. All types of projectors available on rental basis
 Stage: Yes (16'x24')
 Sports Facilities: Swimming, tennis, golf, quoits, private beach, ping pong

TAUNTON

Railroads: N.Y., N.H. & H.

Taunton Inn (HSMA)

See Advertisement, Page 120

Spring & Summer Sts. (Phone: 4-7574)
 Manager: J. Edward Downes
 Convention Season: All year except July and August
 Largest Group Accommodated: 300 (100 rooms, 10 suites available)
 Air Conditioning: 2 banquet and meeting rooms
 Convention Rates: Single: 6.50; Double: 8.50; Suites: 12.50
 No. Mtg. Rms. & Capacity of Largest: 4 (350)
 No. Banquet Rms. & Capacity of Largest: 4 (300)
 Group Meal Rates: Breakfast: from .99; Lunch: from 1.50; Dinner: from 2.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Net Exhibit Space: 3,000 sq. ft.
 Audio-Visual Aids: PA system, spotlights, screen and projector

Stage: Available
Sports Facilities: Golf

WILLIAMSTOWN

Railroad: B. & M.

Williams Inn

See Advertisement, Pages 30, 31

(Phone: Glenview 8-4111)

Manager: John F. Treadway

Convention Season: All year

Largest Group Accommodated: 50 (35 rooms available)

Convention Rates: Single: 6.50; Double: 12.00

No. Mtg. Rms. & Capacity of Largest: 4 (75)

No. Banquet Rms. & Capacity of Largest: 4 (125)

Group Meal Rates: Breakfast: 1.50; Lunch: 1.75;

Dinner: 3.00

Liquor: Yes

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None

Audio-Visual Aids: PA system, spotlights

Stage: Yes

Sports Facilities: Tennis

WINCHENDON

Railroads: N.Y.C.; B. & M.

Toy Town Tavern (HSMA)

See Advertisement, Pages 30, 31

(Phone: Winchendon 220)

Manager: John D. Lee

Sales Manager: David F. Treadway

Convention Season: May 15 to July 1; Oct. 12 to

Oct. 25

Largest Group Accommodated: 100 (55 rooms, 1 suite available)

Convention Rates: Single: 16.00; Double: 30.00;

Suites: 36.00 for two, American

No. Banquet Rms. & Capacity of Largest: 1 (250)

Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;

Dinner: 3.50

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None

Net Exhibit Space: 3,000 sq. ft. on one floor

Audio-Visual Aids: PA system

Stage: Yes (18'x10')

Sports Facilities: Golf, tennis, swimming, putting

green, shuffleboard

WORCESTER

Railroads: N.Y.C.; B. & M.; N.Y., N.H. & H.
Airlines: Mohawk, NEA

AUDITORIUM

Worcester Memorial Auditorium

Lincoln Square (Phone: Pleasant 2-6703)

Manager: Frank G. Kronoff

Exhibit Areas: Main Hall, 18,000 sq. ft.; Basement:

10,000 sq. ft.

Rental Fees and Services: Trade shows or expositions,

\$3,500 per seven operating days, including one set-up day and one pull-down day. Electrician,

stagehand, PA system operator, janitor

Ceiling Height: 70 ft. in Main Hall; Basement, 11 ft.

Dimensions, Opening to Exhibit Hall: 9 ft. by 9 ft.

Elevators and Capacities: Platform elevator, 57 ft. by 14 ft.

Columns: Balcony overhangs Main Hall 30 ft. on three sides

Utilities: Lighting, water, heat
Storage Areas: 2,000 sq. ft. in Basement
Meeting Rooms and Capacities: One—120; seven—49; Little Theatre—704; two—100
Facilities for Food Functions: Banquet for 1,600
Parking Facilities: Metered lots for 200 cars
Distance from Business District: 1/2 mile

Bancroft Hotel

See Advertisement, Page 15

50 Franklin St. (Phone: Swift 9-4141)

Manager: Charles F. Dolan

Convention Season: All year

Largest Group Accommodated: 1,000 (450 rooms, 20 suites available)

Air Conditioning: Banquet rooms, some bedrooms

Convention Rates: Single: 6.85 to 8.35; Double:

10.85 to 16.00; Suites: 25.00 up, European

No. Mtg. Rms. & Capacity of Largest: 12 (800)

No. Banquet Rms. & Capacity of Largest: 12 (400)

Group Meal Rates: Lunch: 2.35; Dinner: 2.95

Liquor: Served in hotel

Charges for Mtg. Rms.: from 7.00

Charges for Exhibit Areas: from 10.00

Audio-Visual Aids: PA system, spotlights

Stage: Yes

MICHIGAN

CHARLEVOIX

Railroads: Pere Marquette; PRR.
Airlines: CAP to Pellston-Traverse City

Charlevoix Beach Hotel

105 W. Dixon Ave. (Phone: Liberty 7-6551)

Manager: E. L. Kramer

Convention Season: June to Sept. 15

Largest Group Accommodated: 300 (200 rooms, some suites available)

Convention Rates: Single: 16.00; Double: 14.00;

Suites: 10.00-15.00, American

No. Mtg. Rms. & Capacity of Largest: 11 (300)

No. Banquet Rms. & Capacity of Largest: 1 (300)

Group Meal Rates: Breakfast: 1.75; Lunch: 2.25;

Dinner: 3.50

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None

Net Exhibit Space: 2,000 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights

Stage: Available

Sports Facilities: Golf, riding, tennis, shuffleboard, fishing, heated swimming pool

DEARBORN

Railroads: D.T. & L; N.Y.C.; Penna.; Western
Airlines: serves through Detroit

Dearborn Inn (HSMA)

See Advertisement, Page 121

20301 Oakwood Blvd. (Phone: Lo 5-3000, Tel. De 380)

Manager: Richard D. McLain

Sales Manager: Donald E. Jankura

Convention Season: All year

Largest Group Accommodated: 120 (55 rooms, 2 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 9.00-14.00; Double:

14.00-18.00; Suites: 35.00, European

No. Mtg. Rms. & Capacity of Largest: 3 (400)

No. Banquet Rms. & Capacity of Largest: 3 (350)

Group Meal Rates: Breakfast: 2.25; Lunch: 3.00;

Dinner: 4.50

Liquor: Served in hotel

Charges for Mtg. Rms.: Vary

Charges for Exhibit Areas: Vary

Net Exhibit Space: 3,400 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights

Stage: Available

Hotel Representative: Howard F. Dugan Associates (see pg. 29)

DETROIT

Railroads: B. & O.; C.P.; O. & T. Sh. L.; D.I.; N.Y.C.; G. Tk.; C. & O.; Penna.; Wex.; D.T.

Airlines: AAA, AAL, CAP, DAL, EAL, MOH, NCA, NWA, FAA, TWA, UAL, NOR

CONVENTION BUREAU

Detroit Convention & Tourist Bureau

626 Book Bldg. (26)

Herbert E. Boning, Jr., Exec. Vice President

AUDITORIUMS

Cobo Hall—Convention Arena

151 W. Jefferson St. (Phone: WO 3-5500)

(under construction; available April 30, 1960)

Manager: Stephen T. Kish

Exhibit Areas: Halls A, B & C; One hall, 300,000

sq. ft., divided by rising partition into three

halls, 100,000 sq. ft. each, Hall D, 100,000 sq. ft.

Floor Load: Halls A, B, C, 400 lbs. per sq. ft.

Hall D, 600 lbs. per sq. ft.

Ventilation: Air conditioned

Ceiling Height: Halls A, B & C, 30 ft.; Hall D,

19 ft. PA System: Available

Dimensions, Opening to Exhibit Hall: 14 ft., 3 in.

high by 20 ft. wide

Columns, Locations and Dimensions: Halls A, B &

C, 10 columns, 5 ft. by 5 ft., 120 ft. apart and

90 ft. from side walls. Hall D, 3 ft. by 3 ft.

columns with 60 ft. bays

The Big DL in Downtown Detroit

- 800 luxurious rooms and suites.
- 14 meeting rooms for 25 to 500
- Adequate display space.
- Three great banquet halls.
- Impeccable service.
- Convenient to Detroit's new civic development.
- Gateway to the city's expressway system.

Let us place these superb convention facilities at your disposal. Phone Detroit, Woodward 2-2300. Teletype Number DE-1062

LANSON M. BOYER
Gen. Mgr.



CASE AT BAGLEY DETROIT 28, MICH

for Your DETROIT-AREA Conference or Executive Meeting

come to The Dearborn Inn. Here, in a pleasant suburban setting, 20 minutes from downtown Detroit, 15 minutes from Metropolitan Airport, are the fine services of a gracious Inn with every con-

venience for group meetings and banquets for up to 350; completely air conditioned. Write or phone for full information.

RICHARD D. McLAIN, General Manager
DONALD E. JANKURA, Sales Manager



Guest Accommodations

135 beautifully appointed rooms in the Inn and the Colonial Homes with TV, two restaurants, cocktail lounge, all air conditioned. Free parking. Phone LOgan: 5-3000 Teletype DE 380 THE DEARBORN INN Oakwood Boulevard, Dearborn, Michigan



Neighbor of HENRY FORD MUSEUM and GREENFIELD VILLAGE

MICHIGAN

Detroit continued

Current and Utilities Available: 110, 220, 440 AC, gas, water, drain

Leading Facilities: Ramps and escalators, truck drive-in, docks

Location, Size of Storage Areas: 60,000 sq. ft. on lower level

Number of Meeting Rooms and Capacities: 33—Two 80; Six 100; One 125; Two 150; Four 200; Five 250; One 300; One 400; Six 500; One 800; One 820; One 1,050; One 1,250; One 3,250; plus 20 multi-purpose rooms, seating 50 people or less

Facilities to Handle Food Functions: Can handle banquet for 5,000
Parking Facilities: 3,000 cars at the building proper, 8,000 in the general neighborhood
Distance from Business District: In business district

Masonic Temple

500 Temple (Temple 2-7100)
Manager: C. W. Van Lopik
Exhibit Areas: 50,000 sq. ft.
Rental Fees: On Application
Floor Load: 150 lbs. per sq. ft.
Ventilation: Forced air
Ceiling Height: 14 ft. to 20 ft.
PA System: Available
Elevator and Capacity: One freight, 500 lb., auto-mobile elevator
Columns: 15-ft. centers
Utilities: AC and DC current, water
Loading Facilities: Portable dock
Storage Areas: Limited
Meeting Rooms and Capacities: Seat 50 to 5,000

Facilities to Handle Food Functions: Banquet for 4,500
Parking Facilities: Ample
Distance from Business District: Three blocks

Detroit Leland Hotel (HSMA)

See Advertisement, Page 121

1707 Cass (Phone: Woodward 2-2300, Teletype DE 1042, Telegraph GGP)
Manager: Lanson M. Boyer
Sales Manager: Jack Becker
Convention Season: All year
Largest Group Accommodated: 500 (450 rooms, 30 suites available)
Air Conditioning: Some bedrooms, all banquet rooms
Convention Rates: Single: 7.00-16.00; Double: 10.00-18.00; Suites: to 35.00, European
No. Mtg. Rms. & Capacity of Largest: 14 (500)
No. Banquet Rms. & Capacity of Largest: 14 (450)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 100.00 per day
Charges for Exhibit Areas: By sq. ft. required
Net Exhibit Space: 4,300 sq. ft. on one floor serviced by 6 ton elevator for heavy equipment
Audio-Visual Aids: PA system, spotlights
Stage: Available
Hotel Representatives: Utell International, Leonard Hicks, Jr. and Associates, Inc., Premier Hotel Representatives, Inc. (see pg. 29)

Pick-Fort Shelby Hotel

525 W. Lafayette (Phone: Woodward 3-7100, Tel. GXV)
Managing Director: Jerry Moore
Sales Manager: Gwynfor I. Golding
Convention Season: All year
Largest Group Accommodated: 500 (500 rooms, 20 suites available)
Air Conditioning: 200 bedrooms, all banquet rooms
Convention Rates: Single: 6.00-12.75; Double: 11.50-16.25; Suites: 22.50-52.00, European
No. Mtg. Rms. & Capacity of Largest: 14 (400)
No. Banquet Rms. & Capacity of Largest: 14 (400)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,472 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, 16mm projectors, blackboards, screens
Stage: Available

The Sheraton-Cadillac Hotel (HSMA)

See Advertisement, Page 122

1114 Washington Blvd. (Phone: Wo 1-8000)
Manager: Mark A. Schmidt
Sales Manager: Wm. Goldsberry
Convention Season: All year
Largest Group Accommodated: 1,200 (600 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-18.00; Double: 12.00-23.00; Suites: 29.00-75.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (1000)
No. Banquet Rms. & Capacity of Largest: 15 (800)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: 5.00 per booth per day
Net Exhibit Space: 8,414 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis, closed-circuit TV
Stage: Available
Sports Facilities: Bowling
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

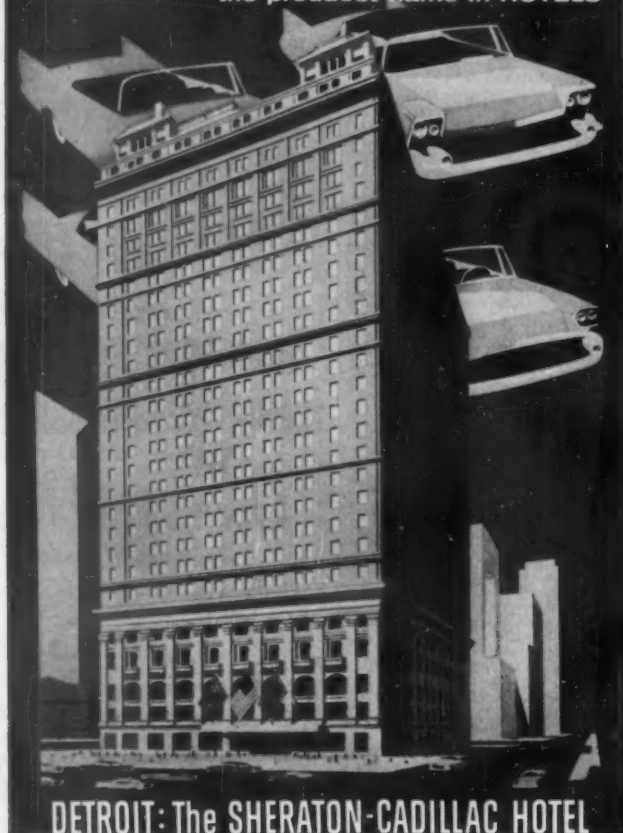
Hotel Statler Hilton (HSMA)

See Advertisement, Page 33

Washington Blvd. and Grand Circus Park (Phone: Wo 3-6000)
Manager: Ernest G. Steck
Sales Manager: Lloyd K. Stalcup
Convention Season: All year
Largest Group Accommodated: 1,000 (600 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-13.50; Double: 13.00-19.50; Suites: 25.00-44.00, European
No. Mtg. Rms. & Capacity of Largest: 13 (900)
No. Banquet Rms. & Capacity of Largest: 13 (600)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.25; Dinner: 4.25
Liquor: Served in hotel

SHERATON

the proudest name in HOTELS



DETROIT: The SHERATON-CADILLAC HOTEL

HEART OF THE MOTOR CITY, the Sheraton-Cadillac is famed for friendly service, superlative rooms and suites, sparkling atmosphere. Grand Ballroom accommodates 800 for banquets, 1000 for meetings. Nine other function rooms accommodate from 10 to 500 people. 1200 rooms and suites. Completely air-conditioned.

1200 rooms

William Goldsberry, Sales Manager

EAST	ALBANY	CINCINNATI	CELESTINE, Iowa	PASADENA
NEW YORK	ROCHESTER	ST. LOUIS	SOUTH	PORTLAND, Oregon
BOSTON	BUFFALO	OMAHA	LOUISVILLE	HAWAII
WASHINGTON	SYRACUSE	AKRON	DALLAS	HONOLULU
PITTSBURGH	BINGHAMTON, N.Y.	INDIANAPOLIS	NEW ORLEANS	CANADA
BALTIMORE	MIDWEST	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	WEST COAST	TORONTO
PROVIDENCE	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
SPRINGFIELD, Mass.	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

Charge for Mtg. Rms.: Vary
 Charges for Exhibit Areas: Vary
 Net Exhibit Space: 16,721 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 16mm projector
 Stage: Available

Whittier Hotel

415 Burns Drive (Phone: Valley 2-9000)
 Manager: Fred M. Hauser
 Sales Manager: Jimmie Hawkins
 Convention Season: All year
 Largest Group Accommodated: 300 (150 rooms, 20 suites available)
 Air Conditioning: Transient bedrooms and all banquet rooms
 Convention Rates: Single: 8.00-12.50; Double: 12.00-16.00; Suites: 20.50-50.00, European
 No. Mtg. Rms. & Capacity of Largest: 10 (250)
 No. Banquet Rms. & Capacity of Largest: 9 (200)
 Group Meal Rates: Breakfast: 2.65; Lunch: 3.00; Dinner: 3.95
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 15.00 up
 Charges for Exhibit Areas: From 15.00
 Net Exhibit Space: 4,800 sq. ft. on two floors
 Audio-Visual Aids: PA system, spotlights, 8 & 16mm projectors, slide projector
 Stage: 5 in various sizes
 Sports Facilities: Swimming, golf, horseback riding

New Wolverine Hotel

55 E. Elizabeth St. (Phone: Woodward 3-9000, Telegraph G 5 R)
 Manager: E. J. Toole
 Convention Season: All year
 Largest Group Accommodated: 600 (400 rooms, 10 suites available)
 Air Conditioning: 50 bedrooms, all banquet rooms
 Convention Rates: Single: 5.00-10.00; Double: 8.50-15.00; Suites: 25.00-65.00, European
 No. Mtg. Rms. & Capacity of Largest: 30 (600)
 No. Banquet Rms. & Capacity of Largest: 5 (150)
 Liquor: Served in hotel
 Group Meal Rates: Breakfast: 1.00; Lunch: 1.25; Dinner: 2.00
 Charges for Mtg. Rms.: 5.00 up
 Charges for Exhibit Areas: 15.00 up
 Net Exhibit Space: 7,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, closed circuit TV
 Stage: Yes

FLINT

Railroads: C. & O.; Gr. Tr.
 Airlines: CAP

Pick-Durant Hotel

Saginaw and Detroit Sts. (Phone: Cedar 2-5131)
 Manager: Scott Shethuck
 Convention Season: All year
 Largest Group Accommodated: 400 (175 rooms, 4 suites available)
 Air Conditioning: 46 bedrooms, banquet halls
 Convention Rates: Single: 5.00-9.00; Double: 7.50-14.00; Suites: 24.50-34.50, European
 No. Mtg. Rms. & Capacity of Largest: 8 (550)
 No. Banquet Rms. & Capacity of Largest: 8 (425)
 Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.25
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 10.00 to 100.00
 Charges for Exhibit Areas: 10.00 to 100.00
 Net Exhibit Space: 200 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: 12 ft. by 30 ft.

GRAND RAPIDS

Railroads: C. & O.; Gd. Tk.; N.Y.C.; Penna.
 Airlines: CAP, LCA, NCA

CONVENTION BUREAU

Grand Rapids Convention Bureau
 Edward J. Brunette, Manager

AUDITORIUM

Civic Auditorium

227 Lyon, N.W. (GL 47-257)
 Manager: Fred J. Barr, Jr.
 Exhibit Areas: Basement, 44,000 sq. ft.; main floor, 16,500 sq. ft.; Black & Silver Rooms, Rental Fees and Services: Basement, \$25 per booth (12 ft. by 12 ft.)
 4,500 sq. ft.
 Floor Load: Unlimited
 Ventilation: Air conditioned
 Ceiling Height: 14 ft.
 PA System: Available

Dimensions, Opening to Exhibit Hall: 13 ft. by 12 ft.
 Elevators: Lift 50 ft. by 8 ft.
 Columns: 2 ft. sq.; every 24 ft.
 Utilities: AC and DC current
 Loading Facilities: Ample
 Storage Areas: Ample
 Meeting Rooms and Capacities: 700; 12 rooms, 75 each
 Facilities for Food Functions and Banquet
 Capacity: Can handle banquet up to 1,500
 Parking Facilities: Ample
 Distance from Business District: In business district

Manger Hotel (HSMA)

See Advertisement, Page 123

Michigan and Monroe (Phone: Glendale 9-0101)
 Telegraph: GR 230
 Manager: William H. Davies
 Sales Manager: Doris McKee
 Convention Season: All year
 Largest Group Accommodated: 450 (200 rooms, 8 suites available)
 Air Conditioning: 100 bedrooms and all banquet rooms
 Convention Rates: Single: 6.00-10.00; Double: 9.00-10.50; Suites: 15.00-25.00, European
 No. Mtg. Rms. & Capacity of Largest: 7 (600)
 No. Banquet Rms. & Capacity of Largest: 7 (400)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: Depends on type of display
 Net Exhibit Space: 9,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, screens, blackboards. Projectors are available on rental basis
 Stage: Available

Morton House

Monroe & Ionia (Phone: GL 9-7121)
 Manager: Noel K. Black
 Sales Manager: Tom Bennett
 Convention Season: All year
 Largest Group Accommodated: 600 (300 rooms and 7 suites available)
 Air Conditioning: Bedrooms, banquet halls
 Convention Rates: Single: 6.00; Double: 8.50-14.50; Suites: 17.00-33.00, European
 No. Mtg. Rms. & Capacity of Largest: 7 (250)
 No. Banquet Rms. & Capacity of Largest: 5 (200)
 Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: from 3.50
 Liquor: Served in hotel
 Air Conditioning: Banquet and meeting rooms
 Charges for Banquet & Mtg. Rms.: None for conventions
 Net Exhibit Space: 3,630 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, screens, blackboards. Projectors can be rented
 Stage: 9'9" x 13'11"
 Sports Facilities: Golf

Fantland Hotel

(Phone: 97201)
 Manager: T. R. Conson
 Convention Season: All year
 Largest Group Accommodated: 1,100 (550 rooms and 35 suites available)
 Convention Rates: Single: 5.50 to 9.00; Double: 7.50 to 16.00; Suites: from 16.00
 No. Mtg. Rms. & Capacity of Largest: 14 (750)
 No. Banquet Rms. & Capacity of Largest: 14 (535)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
 Liquor: Served in hotel
 Air Conditioning: Banquet and meeting rooms, some bedrooms
 Charges for Banquet & Mtg. Rms.: None for conventions
 Net Exhibit Space: 8,440 sq. ft. on one floor
 Audio-Visual Aids: Screens

JACKSON

Railroads: N.Y.C.; G.T.
 Airlines: NCA

Hotel Hayes

228 W. Michigan Ave. (Phone: State 2-0551)
 Manager: John J. Sakmar
 Convention Season: All year
 Largest Group Accommodated: 400 (160 rooms, 8 suites available)
 Air Conditioning: Banquet rooms
 Convention Rates: Single: 6.00-7.00; Double: 9.00-11.00; Suites: 12.00-16.00, European
 No. Mtg. Rms. & Capacity of Largest: 7 (450)
 No. Banquet Rms. & Capacity of Largest: 7 (312)
 Group Meal Rates: Breakfast: 1.65; Lunch: 2.00; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 5.00-10.00

Charges for Exhibit Areas: Same
 Net Exhibit Space: 7,056 sq. ft. on two floors
 Audio-Visual Aids: PA system, spotlights
 Sports Facilities: Golf, swimming

LANSING

Airlines: Capital; North Central
 Railroads: Gd. Tk.; N.Y.C.; C. & O.

AUDITORIUM

Civic Center

505 W. Allegan St. (Phone: IV 5-7118)
 Manager: Charles A. Ziogas
 Exhibit Areas: Exhibition Hall, 31,265 sq. ft.; Main Auditorium, 26,808 sq. ft.; Small Auditorium, 5,936 sq. ft.
 Rental Fees and Services: Exhibition Hall: \$350; Main Auditorium: \$600; Small Auditorium: \$100.
 Rates for 8 a.m. to midnight
 Floor Load: Unlimited
 Ventilation: Partially air-conditioned
 Ceiling Height: Main Aud.—50'; Exh. Hall—11' 4"; Small Aud.—15' 6"
 PA System: Yes
 Dimensions, Opening to Exhibit Hall: Ramp entrance, 12 ft. wide, 11 1/4 ft. high
 Elevators and Capacities: Two, 2,500 lbs. and 25,000 lbs.
 Columns: Exhibition hall only 23 1/2 ft. apart
 Utilities: 110 volts—single phase, 216 volts—three phase, 4 wire; water, sewage
 Loading Facilities: Stage loading dock, ramp to exhibition hall
 Storage Areas: 1,000 sq. ft. adjacent to exhibition hall
 Meeting Rooms and Capacities: 6 committee rooms, 75 persons each; Main Auditorium, 6,100; Small Auditorium, 850; Dining Room, 550
 Facilities for Food Functions: Three kitchens for banquets for 2,000
 Parking Facilities: Lot for 250 cars, 1800 within one block
 Distance from Business District: Two blocks

In GRAND RAPIDS, MICH.

YOUR GROUP
GETS



WHEN YOU
MEET AT THE

Manger Hotel
 (Formerly The Rowe)

Service plus superb meeting-room facilities insure the success of your meeting at The Manger. Every detail is handled with care, precision and foresight by an experienced, helpful staff. Air-conditioned function rooms accommodate up to 600—with efficient Manger service at every step!

For details, contact William H. Davies, Mgr., The Manger Hotel, Michigan St. & Monroe Ave., Grand Rapids, Mich. Phone: Glendale 9-0101, Teletype: GR-320

MICHIGAN Lansing continued

Olds Hotel

123 W. Michigan (Phone: Iv 5-9155)
Manager: Olds Anderson
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 14 suites available)
Air conditioning: Most bedrooms, all banquet hall, meeting rooms
Convention Rates: Single: 6.50-10.00; Double: 8.00-12.00; Suites: 16.00-26.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.75; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 up
Charges for Exhibit Areas: 7.50 up
Net Exhibit Space: Vary
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available

MACKINAC ISLAND

Railroads: Penna.; N.Y.C.; Steamers: Geo. Bay Line; C. & B. Line; D. & C. Line; Ferries from Mackinaw City & St. Ignace
Airlines: Served through CAP to Pellston

Grand Hotel (HSMA)

See Advertisement, Page 124
(Phone: Viking 7-3331)
Manager: N. C. Bickling
Sales Manager: R. D. Musser
Convention Season: June to Sept.
Largest Group Accommodated: 550 (300 rooms, 20 suites available)
Air Conditioning: 2 banquet rooms

Convention Rates: Single: 18.00; Double: 15.50-19.00; Parlor: 15.00-25.00, American
No. Mtg. Rms. & Capacity of Largest: 7 (850)
No. Banquet Rms. & Capacity of Largest: 2 (1,250)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Nominal charge for commercial exhibit
Audio-Visual Aids: PA system, spotlights, two 16mm, one 35mm slide projectors
Sports Facilities: Everything except fishing
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

MUSKEGON

Railroads: C. & O.; G.T.; M.R. & N.; Penna.
Airlines: CAP

Occidental Hotel

3rd & Western (Phone: 2-2611)
Manager: E. R. Sweet, Jr.
Convention Season: All year
Largest Group Accommodated: 500 (330 rooms and 7 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 4.75-7.25; Double: 6.25-8.50; Suites: 15.00-75.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: 7.00 to 50.00
Net Exhibit Space: 3,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes (30'x12')
Sports Facilities: Swimming, golf

SAGINAW

Railroads: Gd. Tk.; C. & O.; N.Y.C.
Airlines: CAP

Bancroft Hotel

Genesee & Washington Aves. (Phone: PL 5-7751)
Manager: J. James Ruttman
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms available)
Convention Rates: Single: 5.50-8.50; Double: from 8.50; Suites: from 25.00
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 8 (650)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.40; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Audio-Visual Aids: PA system, spotlights, closed circuit TV
Stage: Yes

SOUTH HAVEN

Sleepy Hollow Beach

See Advertisement, Page 124
(Phone: 1440)
Manager: B. G. Gatrell
Sales Manager: Oscar Katov
Convention Season: May, June, Sept.
Largest Group Accommodated: 300 (35 rooms, 55 suites available)
Air Conditioning: Banquet halls

Convention Rates: Single: 10.00-14.00; Double: 15.00-18.00; Suites: 20.00-35.00, American
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50-5.00
Liquor: Setups provided
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: 16mm sound projector, PA system
Stage: Yes (12'x12')
Sports Facilities: Swimming-pool, beach, tennis, shuffleboard, archery, golf, badminton, volleyball, horseshoes

MINNESOTA

BEMIDJI

Railroads: Gt. N.; Nor. Pac.; M.St.P.&S.S.M.
Airlines: NOR

Ruttger's Birchmont Lodge

(Phone: PL 1-1630)
Manager: Don Ruttger
Convention Season: June and September
Largest Group Accommodated: 160 (29 rooms, 28 cottages available)
Convention Rates: Single: 12.00-14.00; Double: 25.00; Suites: 30.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (265)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 3.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm slide and 16mm sound projectors
Stage: Available
Sports Facilities: Golf, tennis, shuffleboard, sailing, water skiing, surf boarding, riding, trap shooting, fishing

BRAINERD

Railroads: Nor. Pac.
Airlines: NOR

Island View Lodge

Gull Lake, Box 141 (Phone: Brainerd 2897)
Manager: Mr. & Mrs. E. B. Curry
Convention Season: June and first two weeks in September
Largest Group Accommodated: 80 (40 rooms, 26 cottages available)
Convention Rates: Single: 14.00; Double: 24.00, American
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (115)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Not served in hotel; setups available
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 950 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, 8mm, 16mm sound, 35mm slide projectors
Sports Facilities: Fishing, canoeing, sailing, swimming, volleyball, tennis, golf, shuffleboard, motor boating

CONVENE AT
BEAUTIFUL...

*Grand
Hotel*

MACKINAC ISLAND
MICHIGAN



JUNE-SEPTEMBER
WORLD'S LARGEST SUMMER HOTEL

YOUR MEETING'S EASY
AND THE LIVING'S GREAT—
AT SLEEPY HOLLOW BEACH

It's easy to work at this beautiful, 35-acre Lake Michigan estate, far from city distractions

It's easy to relax on the 18-hole golf course, in our heated Olympic-size pool... tennis, badminton, volley ball. Private beach!

It's easy to reach ... Only 2 1/2 hours drive from Chicago ... 4 from Detroit!

We welcome meetings in May and June, and September through October 15

WRITE SLEEPY HOLLOW BEACH, SOUTH HAVEN, MICHIGAN (PHONE: 1440)
OR CALL CHICAGO OFFICE: 75 EAST WACKER DRIVE (PHONE: CEntral 6-8063)

Madden Lodge

Route 6 (Phone: 2874)
Manager: W. J. Madden
Convention Season: May 27 to July 1, Aug. 24-Sept. 15
Largest Group Accommodated: 600 (300 rooms, 4 suites available)
Convention Rates: Single: 16.00-24.00; Double: 24.00-28.00; Suites: 40.00, American
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.75
Liquor: Not served in hotel but served at golf course
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 15.00 for 8 ft. area
Net Exhibit Space: 2,100 sq. ft.; 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboard, easels, 16mm sound projector
Stage: Available
Sports Facilities: Golf, swimming, fishing, tennis, shuffleboard, trap shooting, surf board riding

Roberts Pine Beach Resort

Route #6 (Phone: 2811)
Manager: G. L. Goetting
Convention Season: June, July, Aug. & Sept.
Largest Group Accommodated: 140 (60 rooms, 3 suites available)
Convention Rates: June, July, Aug. & Sept.: 22.00-28.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.75; Dinner: 3.00
Liquor: Not served in hotel; cocktail parties and setups available
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound, 35mm slide projectors, chalkboards
Stage: Available
Sports Facilities: Water skiing, golf, tennis, boating, trap shooting, fishing, horseback riding

DEERWOOD

Railroads: Nor. Pac.

Ruttger's Bay Lake Lodge

(Phone: Deerwood 4290)
Manager: Alvin and Jack Ruttger
Sales Manager: Same
Convention Season: May 25-July 1; Aug. 25-Sept. 15
Largest Group Accommodated: 150 (70 rooms available)
Convention Rates: 11.00 a day per person, American plan in convention season
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound and 8mm projectors
Stage: Available
Sports Facilities: Golf, tennis, swimming, horseback, fishing, sailing, canoeing

DULUTH

Railroads: Nor. Pac.; Gt. Nor.; D.S.S. & At.; D.M. & I.R.; C. & N.W.; C.M. St. P. & P.; D.W. & P. M. St. P. & S.S.M.
Airlines: NOR

Hotel Duluth

231 East Superior St. (Phone: RAndolph 7-4577)
Manager: C. R. Schiek
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms, 30 suites available)
Convention Rates: Single: 5.00-8.00; Double: 8.00-12.50; Suites: 16.50-40.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.85; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,722 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie screen
Stage: Available

MINNEAPOLIS

Railroads: Burl.; C. Gt. W.; C.M. St. P. & P.; C. & N.W.; Gt. Nor.; M. & St. L.; Soo line; Nor. Pac.; C.R.I. & P.; M.A. & C.R.; M.E.; M.N. & S.; M.T.; M.W.
Airlines: BNF, CAP, EAL, NOR, NWA, OZA, WAL

CONVENTION BUREAU

Minneapolis Convention & Visitors Bureau
711 2nd Ave., South (2)
Julius L. Perit, Manager

AUDITORIUM

Minneapolis Municipal Auditorium

Grant St. and 3rd Ave., S. (Phone: FE. 3-1217)
Co-Managers: Atwood A. Olson and Melvin Dahl
Exhibit Areas: Main Arena, 25,000 sq. ft.; lower exhibition hall, 30,500 sq. ft.; West Hall, 11,000 sq. ft.
Rental Fees and Services: \$500 to \$650; includes heat, light, cleaning
Floor Load: Main Aud., 200 lbs. per sq. ft. balance unlimited; Ventilation: Air Cooled
Ceiling Height: Main Aud., 82 ft.; Exhib. Hall, 16 ft. PA System: Western Electric
Dimensions, Opening to Exhibit Hall: 9 ft. 10 in. by 10 ft. 9 in.
Elevators and Capacities: Four freight, 3,000 lbs. Columns: Lower exhibition hall only, 32 columns 23 1/2 by 32 ins.
Utilities: 110 and 220 AC current, water, gas
Loading Facilities: Drive ramp to basement, loading dock for 1st floor
Storage Areas: Corridors and ramps
Meeting Rooms and Capacities: Four rooms, 40 to 200
Facilities for Food Functions and Banquet Capacity: Own concessionaire can serve 500; outside caterers can feed 3,000
Parking Facilities: 6 lots within 1 block area
Distance from Business District: Six blocks

Curtis Hotel

10th St. 3rd Ave. (Phone: FE 3-5144)
Gen. Manager: C. Chas. Melony
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.50-8.50; Double: 8.00-13.50; Suites: 13.00-28.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served

Charges for Exhibit Areas: None if meals served
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available

Hotel Dyckman (HSMA)

6th St. bet. Hann. & Nicollet (Phone FE 2-7244)
Manager: Morris G. Levy, Jr.
Sales Manager: William Nuerge, Jr.
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 12 suites available)
Air Conditioning: 175 bedrooms, all banquet and meeting rooms
Convention Rates: Single: 7.00-10.00; Double: 9.50-16.00; Suites: 25.00-45.00, European
No. Mtg. Rms. & Capacity of Largest: 13 (800)
No. Banquet Rms. & Capacity of Largest: 13 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00
Charges for Exhibit Rms.: 50.00 per day
Net Exhibit Space: 17,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens, easels, blackboards. Projectors can be rented
Stage: Yes

Leamington Hotel (HSMA)

3rd Ave. 10th & 11th Sts. (Phone: Federal 3-6161; Teletype: MP 512)
Manager: E. William Benson
Sales Manager: Grant Baere
Convention Season: All year
Largest Group Accommodated: 900 (450 rooms, 60 suites available)
Air Conditioning: Banquet and meeting rooms, 300 bedrooms
Convention Rates: Single: 8.00-12.00; Double: 12.00-18.00; Suites: 18.00-75.00, European
No. Mtg. Rms. & Capacity of Largest: 30 (3,000)
No. Banquet Rms. & Capacity of Largest: 30 (2,000)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 32,000 sq. ft. on two floors
Audio-Visual Aids: All types of projectors available, PA system, spotlights
Stage: Yes (flexible)

Hotel Pick-Nicollet (HSMA)

See Advertisement, Page 125

Nicollet and Washington Sts. (Phone: FE 3-3177, Teletype-MP 33)
General Manager: Thomas P. Ryan
Sales Manager: M. A. Donohue
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms, 25 suites available)
Air Conditioning: 120 bedrooms, all banquet and meeting rooms

The 'Pick' of MINNEAPOLIS

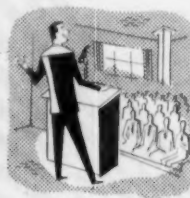


NICOLLET AND WASHINGTON STREETS

- 600 Guest Rooms and Executive Suites
- All Public Rooms Air-Conditioned

Thomas P. Ryan, General Manager
M. A. Donohue, Sales Manager

AN ALBERT PICK HOTEL



New and Larger Facilities for

- CONVENTIONS
- MEETINGS
- PARTIES
- BANQUETS

18 function rooms, including the newly created Walnut Room, offer the city's finest accommodations for as many as 1600.

Write for full details or

Phone Federal 3-3177
Teletype MP-33

MINNESOTA Minneapolis continued

Convention Rates: Single: 8.50-12.50; Double: 10.50-16.00; Suites: 25.00-65.00, European
No. Mtg. Rms. & Capacity of Largest: 18 (1,500)
No. Banquet Rms. & Capacity of Largest: 18 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 26,559 sq. ft. 15,838 sq. ft. on second floor
Audio-Visual Aids: PA system, spotlights, Projectors are rented
Stage: Yes (portable)
Sports Facilities: Golf, swimming, skating, tennis

Radisson Hotel (HSMA)

See Advertisement, Page 126

45 South Seventh St. (Phone: Federal 3-2181)
(Telegraph: MP 423)
Manager: Louis Torok
Sales Manager: Thomas J. Fitzgerald
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms, 14 suites available)
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Convention Rates: Single: 6.50-12.50; Double: 9.50-16.00; Twins: 13.50-20.50; Suites: 27.50-60.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (1,600)
No. Banquet Rms. & Capacity of Largest: 12 (1,200)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-250.00
Charges for Exhibit Areas: 10.00 to 250.00
Net Exhibit Space: 18,000 sq. ft. on one floor, 4,650 separate area
Audio-Visual Aids: PA system, spotlights, screens, blackboards, rostrums

Stage: 30 ft. by 14 ft.
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

MOOREHEAD

Railroads: Nor. Pac.; Gt. Nor.

Frederick Martin Hotel (HSMA)

403 Center Ave. (Phone: 3-2466)
General Manager: LaMarr Bittlinger
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 9 suites available)
Air Conditioning: Banquet and meeting rooms, entire second floor
Convention Rates: Single: 5.00; Double: 8.00; Suites: 15.00
No. Mtg. Rms. & Capacity of Largest: 3 (600)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: from .80; Lunch: from 1.10; Dinner: from 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 4,290 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Swimming, golf

ROCHESTER

Railroads: C. & N.W.; C. Gt. W.
Airlines: BNF, NWA, OZA

AUDITORIUM

Mayo Civic Auditorium

30 2nd Ave. S.E. (Phone: Atlas 9-3963)
Manager: Carl Smith
Exhibit Areas: Arena, 15,655 sq. ft.
Rental Fees and Services: Depends on event
Floor Load: Unlimited
Ventilation: Forced air
Ceiling Height: 32 ft.
PA System: Altec-Lansing
Dimensions, Opening to Exhibit Hall: 8'10" by 10 ft.

Columns: None
Utilities: Water, gas, light, drainage, steam, AC 110, 220V
Storage Areas: None
Meeting Rooms and Capacities: North Hall, 350; South Hall, 125; Theater, 1,480; Arena: 5,000
Facilities for Food Functions and Banquet
Capacity: Can handle banquet up to 1,400
Parking Facilities: Large lot adjacent
Distance from Business District: Two blocks

The Kahler Hotel (HSMA)

20 Second Ave., S.W. (Phone: AT 2-2581)
Pres. & Gen. Mgr.: Roy Watson, Jr.
Sales Manager: Earl L. Jorgensen
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 25 suites available)
Air Conditioning: Banquet and meeting rooms, 363 bedrooms
Convention Rates: Single: 7.50-17.50; Double: 11.00-23.00; Suites: 28.75-50.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (250)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Group Meal Rates: Breakfast: 1.65 plus tip; Lunch: 1.75 plus tip; Dinner: 2.75 plus tip
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary, depending on room business
Charges for Exhibit Areas: 15.00 (8 x 10) booth
Net Exhibit Space: 3,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, flip charts, slide projector, blackboard, 16mm projector
Stage: Available
Sports Facilities: Golf, tennis, swimming, baseball, hockey, basketball nearby

ST. PAUL

Railroads: Burl.; C. Gt. W.; C. & N.W.; C.M. St. P. & P.; C.R.I. & P.; Gt. Nor.; Nor. Pac.; M. & St. L.; M. Ct. P. & S.S.M.; M.T.
Airlines: BNF, CAP, NOR, NWA, OZA, WAL

IN THE HEART OF DOWNTOWN MINNEAPOLIS

Welcome to



The RADISSON as it will appear

THOMAS J. MOORE, President
LOUIS L. TOROK, Manager
TOM FITZGERALD, Sales Manager



Radisson
MINNEAPOLIS hotel

- 700 luxurious guest rooms and unusual suites
- All guest rooms and suites air conditioned
- Free color TV in every suite
- Free radio and TV in every room
- 750 car connecting garage (completed)
- Banquet service for 1,780 guests in the Ballroom
- Ballroom conference facilities for 3,255
- 10 other conference rooms for 1,085
- 24,138 square feet exhibition space on mezzanine
- Escalator service to mezzanine
- Modern public address system and closed circuit TV
- ALL convention facilities on one floor
- FREE visual aids supplied
- 110 and 220 volt circuits

It's service as usual during the Greater Radisson remodeling and new construction program which will provide the most outstanding hotel and convention facilities in the Upper Midwest.

Federal 3-2181

Teletype MP 423

or for information in your area, call . . .

IN NEW YORK
HUGH S. STEVENS
532 Madison Ave.
Phone: MURray Hill 8-0123

IN WASHINGTON, D. C.
WARREN H. ERICKSEN
1145 19th Street N. W.
Phone: EXecutive 3-6481

IN MIAMI
LEONARD HICKS, JR.
7630 Biscayne Blvd., Suite III
Phone: PLaza 4-1667

IN DETROIT
ALLEN LONSTRON
1701 Cass Ave.
Phone: WOodward 2-2700

IN CHICAGO
JOE DANIELS
505 North Michigan Ave.
Phone: MOhawk 4-5100

CONVENTION BUREAU

St. Paul Convention Bureau
356 Cedar St. (1)
John B. Marshall, Manager

AUDITORIUM

Saint Paul Auditorium

143 West 4th St. (Garfield 7361)
Manager: Edward A. Furni
Exhibit Areas: Arena, 47,000 sq. ft.; Exhibition Hall, 54,000 sq. ft.
Rental Fees and Services: \$650 per day or session, or \$275 plus cost of opening and operating; includes all services except attendants.
Floor Load: Arena, 800 lbs. per sq. ft.; Exhibition Hall, unlimited
Ventilation: Good
Ceiling Height: Arena, 60 ft.; Ex. Hall, 17 ft.
PA System: Altec-Lansing
Dimensions: Opening to Exhibit Hall: Arena, 11.5 ft. high by 40 ft.; Ex. Hall, 17 ft. high by 13 ft.
Elevators and Capacities: One, 6,000 lbs.
Columns: 25 ft. centers
Utilities: AC and DC 110-220
Storage Areas: Adequate
Meeting Rooms and Capacities: Theater, 2,801; Stem Hall, 1,250; Ramsey Hall, 550; two small halls, 150 each; 14 committee rooms
Facilities for Food Functions and Banquet Capacity: Refreshment service; caterers can stage banquet for 4,000
Parking Facilities: Adequate adjacent lots
Distance from Business District: Three blocks

Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Avg. 7.50 per booth per day
Net Exhibit Space: 10,000 sq. ft., on one floor, separate area
Audio-Visual Aids: PA system, spotlights, Stage: Available

St. Paul Hotel

363 St. Peter St. (Phone: Capital 2-4114, TWX-STP 680)
Manager: William C. Wolf
Sales Manager: Vincent Long
Convention Season: All year
Largest Group Accommodated: 860 (250 rooms and 20 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms and suites
Convention Rates: Single: 7.00-12.00; Double: 10.00-20.00; Suites: 24.00-50.00
No. Mtg. Rms. & Capacity of Largest: 7 (950)
No. Banquet Rms. & Capacity of Largest: 7 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.25
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: TV and movie equipment, PA system, spotlights, closed circuit TV
Stage: Available

Hotel Lowry (HSMA)

4th & Wabasha (Phone: CApitol 2-6611)
Manager: John F. Cooney
Sales Manager: Vincent J. Long
Convention Season: All year
Largest Group Accommodated: 500 (225 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.50-12.00; Double: 9.00-14.00; Suites: 25.00-40.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of largest: 3 (600)

MISSISSIPPI

BILOXI

Railroads: Lv. & N.; Ill. Cent.
Airlines: NAL, SOU



145 CONVENTIONS A YEAR CAN'T BE WRONG

250 hotel rooms and suites and 84 new, modern motel units right on the Gulf . . . Nine conference rooms, seating 50 to 1500 . . . Banquet rooms for 25 to 1000 . . . Huge beach swimming pool . . . Varied recreational program and entertainment . . . Experienced convention staff. For details,

JIMMIE LOVE, General Manager

Write Convention Manager.

BILOXI

MISSISSIPPI

NOVEMBER 20, 1959

nearest Spot in the Sun
to 1/2 of the U.S.A.



Everything you need for a
bang-up convention

on MISSISSIPPI'S

Gulf Coast

The Dixieland Riviera

Your next convention will go over with a bang here on the Mississippi Gulf Coast—the Dixieland Riviera. Ample, modern accommodations among the old-world charm of forts, homes, gardens, and customs . . . 5000 rooms in modern beach-front hotels and motels . . . meeting rooms for 20 to 1800. Banquet rooms for 1000 . . . 5 of America's top golf courses . . . swim, fish, sail in fresh or salt water . . . Free parking . . . 60 minutes drive from New Orleans or Mobile . . . Air service, too.

MAIL THE COUPON, NOW!

Fill in and mail to the Chamber of Commerce of any of these cities for our full convention story . . .

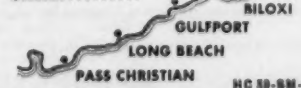
NAME.....

BUSINESS.....

ADDRESS.....

CITY.....

STATE.....



HC 58-BN-9

MISSISSIPPI Biloxi continued

Buena Vista Beach Hotel and Motel (HSMA)

See Advertisement, Page 127

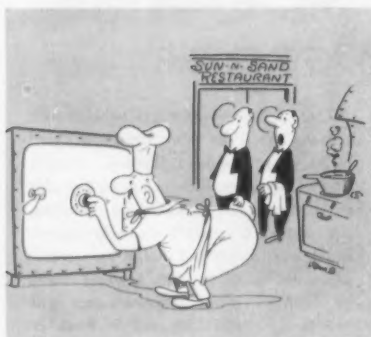
Central Beach Blvd. (Phone: Idlewood 6-5511, Tel. TWX 163)

Manager: Jimmie Love
Sales Manager: Juanita Baltar
Convention Season: All year
Largest Group Accommodated: 600 (285 rooms, 27 suites available) and 84 motel units
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-9.50; Double: 10.50-20.00; Suites: 20.00-50.00, European Plan
No. Mtg. Rms. & Capacity of Largest: 9 (1,700)
No. Banquet Rms. & Capacity of Largest: 9 (1,000)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel and motel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 7,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Swimming, golf, fishing, sailing, Gulf cruises, ping pong, and shuffleboard
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Sun-n-Sand Hotel Court

See Advertisement, Page 128

West Beach Blvd. (Phone: Idlewood 2-1551; Teletype: Biloxi 389)
Manager: Ben Bass
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 10 suites available)
Air Conditioning: Entire hotel



"When Haske heard of this Restaurant Operators Convention he took every precaution with his recipes"

Complete Convention Facilities



OVERLOOKING THE GULF OF MEXICO

Write, Wire or Phone Collect if You Prefer
Ben Bass, General Manager
West Beach, Biloxi, Miss. • Phone ID 2-1551 • TWX 389
Just halfway between Chicago and Miami on The fabulous Mississippi Gulf Coast
Another Dumas Milner Adventure in Hospitality

Convention Rates: March-Sept.—Single: 8.00-18.00; Double: 10.00-18.00; Suites: 20.00-28.00, Oct.-Feb.—Single: 7.00-15.00; Double: 9.00-18.00; Suites: 12.00-22.00, European, American plan rates are quoted to groups of 20 or more on request
No. Mtg. Rms. & Capacity of Largest: 4 (225)
No. Banquet Rms.: 4
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 100.00
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Available
Sports Facilities: Golf, boating, water skiing, deep sea fishing, sailing, swimming, tennis, shuffleboard

The White House, Hotel and Motel

West Beach Blvd. (Phone: Idlewood 6-4343, Tel. TWX 163)

Manager: C. J. Nichols
Sales Manager: Juanita Baltar
Convention Season: All year
Largest Group Accommodated: 300 (115 rooms, 3 suites available) plus 8 motel units and 20 cottages
Air Conditioning: Entire hotel
Convention Rates: Single: 4.50-7.50; Double: 8.50-12.50; Suites: 17.50-27.50, European
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel

Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 2,200 sq. ft. on one floor; 1,000 sq. ft. separate area
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Golf beach, golf, shuffleboard, all water sports

EDGEWATER PARK

Airlines: Served through Gulfport

Edgewater Gulf Hotel

See Advertisement, Page 128

(Phone: UN-41312)
Manager: Frank Fagan
Sales Manager: Nan Meisner
Convention Season: All year
Largest Group Accommodated: 450 (225 rooms, 18 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 14.00-18.00; Double: 26.00-30.00; Parlor: 12.00 extra, American
No. Mtg. Rms. & Capacity of Largest: 11 (750)
No. Banquet Rms. & Capacity of Largest: 11 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Not served
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 9,869 sq. ft.; 2,869 sq. ft. separate area
Audio-Visual Aids: PA system, spotlights, 16mm, View-Graph and Vu-Lyte projectors
Stage: Available
Sports Facilities: Golf, swimming, tennis, shuffleboard, badminton, horseshoe, pitching and softball
Hotel Representatives: Robert F. Warner Inc., Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

GULFPORT

Railroads: L. & N.; I.C.
Airlines: NAL, SOU

Markham Hotel

Beach Blvd. (Phone: UN 4-2121)
Manager: Al Evans
Sales Manager: Charlie Miller
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 16 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-9.00; Double: 8.00-14.00; Suites: 21.00-40.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Available for private groups
Net Exhibit Space: 3,500 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, projectors available
Stage: Available
Sports Facilities: Swimming, golf, fishing, water skiing, riding

JACKSON

Railroads: Ill. Cent.; G.M. & O.
Airlines: DAL, SOU, TTA

AUDITORIUM

Jackson Municipal Auditorium

125 S. Congress St. (Phone: 2-3818)
Manager: George T. Kurts
Exhibit Areas: 8,100 sq. ft.
Rental Fees: \$150 to \$200 per day
Floor Load: Unlimited
Ventilation: Blower system
Ceiling Height: 30 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: Triple doors, standard width
Utilities: All required
Loading Facilities: Ramp to doors
Storage Areas: Limited
Meeting Rooms: None
Facilities for Food Functions: Can feed catered lunch to 800
Parking Facilities: Limited
Distance from Business District: In center city

King Edward Hotel (HSMA)

235 W. Capital (Phone: 2-7741, Tel. TWX-JN 182)
Manager: E. Bill Green
Sales Manager: George Sturm
Convention Season: All year
Largest Group Accommodated: 850 (400 rooms, 24 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-10.00; Double: 8.00-12.00; Suites: 15.00-35.00, European
No. Mtg. Rms. & Capacity of Largest: 17 (850)
No. Banquet Rms. & Capacity of Largest: 17 (650)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Dry state—customers may bring their own
Charges for Mtg. Rms.: 15.00 to 100.00
Charges for Exhibit Areas: 150.00
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screens, closed circuit TV
Stage: Yes (flexible)
Sports Facilities: Golf, tennis, swimming pool, riding, badminton, hunting, fishing

The South's Finest Resort

Edgewater Gulf

HOTEL

Overlooking the Gulf of Mexico
Midway Between Gulfport & Biloxi
EDGEWATER PARK, MISS.

FEATURING EXCELLENT NEW CONVENTION HALL TO ACCOMMODATE 700 DELEGATES

Everything under one roof—meeting rooms for small, Regional or large National groups, banquet and dining facilities. Beach—swimming pool—private 18-hole Championship golf course—dancing—planned entertainment. We specialize in personalized attention!

Johnny Revolta, winter golf pro
Write: **FRANK FAGAN, Manager**
N. MEISNER, Sales and Convention Mgr.

Heidelberg Hotel

131 E. Capitol St. (Phone: Fleetwood 2-6571)
 Manager: Alvin L. Grubbs
 Sales Manager: Ed Van Zandt
 Convention Season: All year
 Largest Group Accommodated: 485 (200 rooms, 28 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 6.50-9.00; Double: 9.00-12.00; Suites: 18.00-35.00, American
 No. Mtg. Rms. & Capacity of Largest: 10 (1,500)
 No. Banquet Rms. & Capacity of Largest: 8 (1,100)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00
 up; Dinner: 3.00
 Liquor: Not sold in hotel
 Charges for Exhibit Areas: .05-.10 per sq. ft.
 Charges for Mtg. Rms.: None
 Net Exhibit Space: 13,000 sq. ft.
 Audio-Visual Aids: PA system, spotlights, screens
 Stage: Available
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

MERIDIAN

Railroads: Ill. Cent.; G.M. & O.; M. & B.R.; So. Ry.
 Airlines: DAL

Lamar Hotel

5th St. and 21st Ave. (Phone: 8161)
 Manager: Robert H. Worth
 Convention Season: All year
 Largest Group Accommodated: 300 (125 rooms, 7 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 5.50-7.50; Double: 7.50-11.50; Suites: 13.50-20.00, European
 No. Mtg. Rms. & Capacity of Largest: 3 (400)
 No. Banquet Rms. & Capacity of Largest: 2 (450)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
 Charges for Mtg. Rms.: 10.00 to 25.00
 Net Exhibit Space: 1,100 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Available

OCEAN SPRINGS

**HOLD YOUR
 POW WOW
 AT GULF HILLS!**



NEW! . . .
 The Pow Wow Room!

NEW! . . .
 Meeting Accommodations for 200!

Gulf Hills
 DUDE RANCH & COUNTRY CLUB
 OCEAN SPRINGS, MISS.

Secluded Yet Convenient

So secluded folks can't stray from meetings, yet complete facilities offer wonderful fun between meetings and after hours.

18-hole golf course, fishing, heated pool, horse-back riding, tennis, shuffleboard and other sports . . . plus wonderful meals . . . all included in one low rate, \$12 to \$16 per person.

Write or phone for complete information on BUSINESS MEETING FACILITIES

Dick and Gladys Waters, Proprietors
 Ralph G. Deuel, General Manager

Phone—Ocean Springs, TRinity 5-4211
 Chicago, NAHonal 5-8200

Railroads: L. & N.
 Airlines: Southern, National to Gulfport.

Gulf Hills Dude Ranch & Country Club (HSMA)

See Advertisement, Page 129

(Phone: TRinity 5-2211)

Manager: Dick Waters
 Sales Manager: Ralph Deuel
 Convention Season: All year except Mar. and April
 Largest Group Accommodated: 200 (90 rooms and 10 suites available)
 Air Conditioning: Bedrooms, banquet halls
 Convention Rates: Single: 16.00-20.00; Double: 26.00-34.00; Suites: 30.00 to 46.00, American
 No. Mtg. Rms. & Capacity of Largest: 5 (225)
 No. Banquet Rms. & Capacity of Largest: 4 (225)
 Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
 Liquor: Served in hotel
 Air Conditioning: Banquet and meeting rooms, bedrooms
 Charges for Banquet & Mtg. Rms.: None if convention headquarters
 Charges for Exhibit Areas: None
 Net Exhibit Space: 2,400 sq. ft. on one floor
 Audio-Visual Aids: Screen, PA system, spotlights, 16mm sound projector, 35mm slide projector
 Stage: Yes (25'x20')
 Sports Facilities: 18-hole golf course, pool, riding, boating, fishing, water skiing, tennis, shuffleboard, badminton, archery

PASAGOULA

Railroads: L&N, M&E

Longfellow House

Beach front (Phone: So 2-1122; Telegraph: TWX 361)
 Manager: T. O. Green
 Convention Season: All year
 Largest Group Accommodated: 100 (40 rooms, 10 suites available)
 Air Conditioning: Bedrooms, banquet halls
 Convention Rates: Single and double: 17.00; Suites: 17.00-60.00, European
 No. Mtg. Rms. & Capacity of Largest: 2 (75)
 No. Banquet Rms. & Capacity of Largest: 2 (55)
 Group Meal Rates: Breakfast: 1.65; Lunch: 1.90; Dinner: 3.90
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 1,320 sq. ft. (included in meeting rooms)
 Audio-Visual Aids: PA system, spotlights
 Stage: None
 Sports Facilities: Golf course, swimming pool (heated in winter), tennis, fishing pier, badminton, croquet, shuffleboard

MISSOURI

EXCELSIOR SPRINGS

Railroads: C.R.I. & P.; Wab.; C.M. St. P. & P.

Elms Hotel

See Advertisement, Page 15

Elms Boulevard (Phone: ME 7-2181)
 Manager: James M. Griffin
 Sales Manager: John D. Haylett
 Convention Season: All year, except July and August
 Largest Group Accommodated: 300 (150 rooms, 4 suites available)
 Air Conditioning: Banquet halls, some bedrooms
 Convention Rates: Single: 15.00; Double: 26.00; Suites: 25.00 to 40.00, American
 No. Mtg. Rms. & Capacity of Largest: 8 (300)
 No. Banquet Rms. & Capacity of Largest: 2 (250)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
 Liquor: Yes
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 2,813 sq. ft.
 Audio-Visual Aids: PA system, spotlights, 16mm projector
 Stage: Yes
 Sports Facilities: Tennis, archery, croquet, horse-back riding, swimming, golf, badminton

The Oaks Hotel

See Advertisement, Page 15

109 S. Street (Phone: Madford 7-2151)
 Manager: Roy A. Takeda
 Convention Season: All year
 Largest Group Accommodated: 100 (70 rooms available)
 Air Conditioning: Banquet rooms
 Convention Rates: Single: 3.50 to 6.00; Double: 5.00 to 8.00; Suites: 10.00
 No. Mtg. Rms. & Capacity of Largest: 3
 No. Banquet Rms. & Capacity of Largest: 3
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.25; Dinner: 1.50
 Liquor: Yes
 Charges for Mtg. Rms.: None if convention headquarters
 Charges for Exhibit Areas: None if convention headquarters
 Net Exhibit Space: 1,754 sq. ft. on one floor

JOPLIN

Railroads: A.T. & S. Fe.; Frisco Sys.; Mo. Pac.; M.K. & T.; K.C. So.; M. & A.
 Airlines: AAL, CEN, OZA

Conner Hotel

4th & Main (Phone: Mayfair 3-5100)
 Manager: Steve Howard
 Convention Season: All year
 Largest Group Accommodated: 450 (275 rooms, 15 suites available)
 Air Conditioning: 3 banquet and meeting rooms, 125 bedrooms
 Convention Rates: Single: 4.00-5.00; Double: 5.50-7.00; Suites: 12.00-14.00
 No. Mtg. Rms. & Capacity of Largest: 5 (300)
 No. Banquet Rms. & Capacity of Largest: 5 (275)
 Group Meal Rates: Breakfast: .75 to 1.50; Lunch: .85-2.00; Dinner: 1.50-4.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: Variable
 Charges for Exhibit Areas: Variable
 Net Exhibit Space: 5,000 sq. ft.
 Audio-Visual Aids: PA system, spotlight, screens

KANSAS CITY

Railroads: Santa Fe; Burl.; G.M. & O.; C. Gt. W.; C.M. St. P. & P.; Frisco; K.C. So.; M.K. & T.; Mo. Pac.; Wab.; U.P.; R.I. & P.; K.C. K.V.; Str.
 Airlines: BNF, CEN, CAL, DAL, FAL, OZA, TWA, UAL

CONVENTION BUREAU

Convention & Visitors Bureau
 1030 Baltimore Ave. (S)
 E. L. Pavel, Manager

AUDITORIUMS

Municipal Auditorium

1310 Wyandotte (HA 1-9000)
 Manager: Clarence B. Hoff, Director
 Exhibit Areas: Exhibition Hall, 90,000 sq. ft.
 Rental Fees: Very according to usage
 Floor Load: Unlimited Ventilation: Air Conditioned
 Ceiling Height: 11 ft. and 25 ft. PA System: Available
 Dimensions, Opening to Exhibit Hall: Truck door Columns: 4 ft. sq. and 5 ft. sq.
 Utilities: 110-215 volt, 3 phase AC; water, gas, steam
 Loading Facilities: Direct to booth
 Storage Areas: 25,000 sq. ft. adjoining
 Meeting Rooms and Capacities: 26 to seat from 25 to 425
 Facilities for Food Functions: No kitchen but can seat 3,000 at banquet
 Parking Facilities: 2,300 cars can park in immediate vicinity
 Distance from Business District: Three blocks

Kansas City Municipal Stadium

2128 Brooklyn Avenue
 Manager: B. E. Musgrave
 Exhibit Areas: 120,000 sq. ft.
 Rental Fees and Services: Percentage of gate minimum; include all utilities, personnel
 Floor Load: Unlimited
 Ventilation: Open
 PA System: 700 Watt, Cube speakers
 Dimensions, Opening to Exhibit Hall: 12 ft. in width
 Columns, Location and Dimensions: None in exhibit area
 Current and Utilities Available: 200 V, gas, water
 Loading Facilities: Ground loading for 30 people
 Number of Meeting Rooms and Capacities: One
 Railroad Sidings: 2 blocks away

KANSAS CITY, MO.

has the *Finest*

Convention and

Sales Meeting Facilities

in America!

GRAND BALLROOM ... meeting capacity 1000 ... air conditioned ... lift from street for automobiles or heavy equipment.

COLONIAL BALLROOM ... meeting capacity 500.

IN ADDITION ... 22 private Dining and Meeting Rooms accommodating 20 to 200 guests.

FIVE DISTINCTIVE ... **PUBLIC DINING ROOMS.**

100% AIR-CONDITIONED ... Less than 999 luxurious Guest Rooms ... 150 combinations of expandable suites, two to five rooms ... special motor entrance ... adjacent parking for 5100 cars.

Write for Brochure



8 Minutes to Airport
10 Minutes to Rail Depot

From Lobby and Guest Rooms by High-Speed Elevators ... **DIRECT TUNNEL TO BOTH UNDERGROUND 1500-CAR GARAGE AND MUNICIPAL AUDITORIUM.**

Hotel Muehlebach and MUEHLEBACH TOWERS

**12th STREET AT BALTIMORE AND WYANDOTTE
KANSAS CITY 5, MISSOURI**

Barney L. Allis, President
M. F. Landon, Sales Manager
TELETYPE KC 530

MISSOURI St. Louis continued

Facilities to Handle Food Functions: Concessionaire, kitchen
Parking Facilities: Off street facilities for 6,000 cars
Distance from Business District: 15 blocks

The Aladdin Hotel

1213 Wyandotte St. (Phone: Victor 0371)

Manager: Ralph Pellow
Sales Manager: W. R. Warren
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms and 10 suites available)
Convention Rates: Single: 4.00 to 8.00; Double: 6.00 to 10.00; Suites: 8.00 to 20.00
No. Mtg. Rms. & Capacity of Largest: 2 (400)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Group Meal Rates: Breakfast: .75 to 1.00; Lunch: from 1.50; Dinner: from 2.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system
Stage: Available

Hotel Continental (HSMA)

11th & Baltimore (Phone: HA 1-6040)

Manager: Noel Daniell
Sales Manager: Clint Wallington
Convention Season: All year
Largest Group Accommodated: 500 (350 rooms and 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: from 6.50; Double: from 9.00; Suites: 22.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 9 (400)

**Outstanding—for
Your Kansas City Convention**



- 400 "comfortized" air-conditioned rooms—18 suites—free radio and running ice water in every room.
- 2nd Floor expressly designed for your needs—especially equipped conference and dining rooms.
- Main ballroom capacity—Meeting 600—Dining 600—Junior ballroom & Aztec room 250. Closed circuit telecast facilities available. Drum Room & bar featuring famous cuisine and entertainment.
- Ideal location in the heart of Kansas City. 6 min. from Union Station & Municipal Airport. 1 block from Municipal Auditorium. Garage & parking facilities adjacent.

• for illustrated brochure write:
Convention & Catering Dept.

**HOTEL
President**

14th & Baltimore • Kansas City, Mo.

No. Banquet Rms.: 9
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: 12.50 to 125.00
Charges for Exhibit Areas: 12.50 to 125.00
Net Exhibit Space: 10,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Swimming pool in hotel
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Hotel Muehlebach and Towers (HSMA)

See Advertisement, Page 130

12th St. Baltimore to Wyandotte (Phone: GR 1-1400; Teletype: KCS30)
Manager: Barney L. Allis
Sales Manager: M. F. Landon
Convention Season: All year
Largest Group Accommodated: 1,200 (450 rooms, 150 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.50; Double: 12.00; Suites: 25.00-75.00, European
No. Mtg. Rms. & Capacity of Largest: 24 (1,000)
No. Banquet Rms. & Capacity of Largest: 24 (850)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 10,175 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projection booth, screens
Stage: Available

Phillips Hotel (HSMA)

12th & Baltimore (Phone: GR 1-5020)

Managing Director: Robert L. Phillips
Sales Manager: Ray Maher
Convention Season: All year
Largest Group Accommodated: 300 (175 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.75-11.00; Double: 10.75-14.00; Suites: 21.50-36.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (260)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Nominal
Charges for Exhibiting Areas: Vary
Net Exhibit Space: 2,070 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

New Pickwick Hotel

727 McGee St. (Phone: GR 1-5100)

Manager: M. Corson
Sales Manager: C. J. Cattanach
Convention Season: All year
Largest Group Accommodated: 900 (400 rooms, 50 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50-7.50; Double: 6.35-9.35; Suites: 14.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: from 7.50
Charges for Exhibit Areas: from 7.50
Net Exhibit Space: 9,876 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen, 8mm, 16mm projectors
Stage: Available

Hotel President

See Advertisement, Page 130

14th & Baltimore (Phone: GR 1-5440)
Sales Manager: Harold Bosworth
Manager: Frank J. Dean
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 18 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.25-9.75; Double: 10.25-15.00; Suites: 26.00-50.00, American
No. Mtg. Rms. & Capacity of Largest: 14 (700)
No. Banquet Rms. & Capacity of Largest: 14 (600)
Group Meal Rates: Breakfast: 2.00 up; Lunch: 2.25 up; Dinner: 3.25 up
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Charges for Exhibit Areas: 10.00 up
Net Exhibit Space: 7,470 sq. ft. on 2 floors
Audio-Visual Aids: PA system, spotlights. Projectors can be obtained

Stage: Available
Sports Facilities: Golf, horseback riding

ST. JOSEPH

Railroads: A.T. & S.F.; C.B. & Q.; C.G.W.;
C.R.I. & P.; Mo. Pac.; U.P.
Airlines: FAL, OZA

AUDITORIUM

Municipal Auditorium

4th and Farnon Sts. (Phone: 4-5663)
Manager: E. F. Waldron
Exhibit Areas: Main Arena, 9,600 sq. ft.; basement, 8,000 sq. ft.; small exhibit room, 4,375 sq. ft.
Rental Fees and Services: \$150 per day, includes heat, light, cleaning
Floor Load: Unlimited
Ventilation: 4 large exhaust fans in ceiling of arena; heating-forced circulating hot air
Ceiling Height: 60 ft.
PA System: Available
Dimensions, Opening to Exhibit: 20 ft. wide by 16 ft. high
Utilities: AC current, 220 volts
Loading Facilities: Railroad siding
Storage Areas: Basement
Meeting Rooms and Capacities: One, 500
Facilities for Food Functions: None
Parking Facilities: Good
Distance from Business District: Three blocks

Hotel Robidoux (HSMA)

5th & Francis St. (Phone: 4-0881)
Manager: Robert Barrie
Sales Manager: E. A. Byr
Convention Season: All year
Largest Group Accommodated: 450 (250 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, 150 bedrooms
Convention Rates: Single: 4.75; Double: 6.25; Suites: 15.00, European
No. Mtg. Rms. & Capacity of Largest: 11 (1,400)
No. Banquet Rms. & Capacity of Largest: 11 (900)
Group Meal Rates: Breakfast: 1.25; Lunch: 4.50; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None when food is served
Charges for Exhibit Areas: Depends upon room patronage
Net Exhibit Space: 10,000 sq. ft.; 8,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, 8mm silent, 16mm silent & sound projectors, screens, closed-circuit TV
Stage: Available
Sports Facilities: Pool tables

ST. LOUIS

Railroads: G.M. & O.; B. & O.; Burl.; L. & M.; N.Y.C.; Frisco Sys.; Ill. Cent.; L. & N.; M.K. & T.; Mo. Pac.; C. & E.I.; C.R.I. & P.; T.R.R. of St. L.; N.Y.C. & St. L.; M'f's; Penna.; Ill. Term; St. L.S.W.; St. L. & O'F.; So. Ry.; Wab.
Airlines: AAL, BNF, CEN, CAL, DAL, EAL, OZA, TWA

CONVENTION BUREAU

St. Louis Convention, Publicity & Tourist Bureau
911 Locust St. (1)
F. H. Rein, Secretary and General Manager

AUDITORIUM

Henry W. Kiel Auditorium

Market St., between 14th & 15th St. (CHestnut 1-1010)
Manager: Louis J. Gualdoni
Exhibit Areas: Convention Hall, 20,000 sq. ft.; Promenade, 20,000 sq. ft.; Exposition Hall, 100,000 sq. ft.
Rental Fees: Depends on Event
Floor Load: Convention Hall and Promenade, 500 lbs. per sq. ft.; Exposition Hall, unlimited
Ventilation: Forced air and air conditioning
Ceiling Heights: Exposition Hall, 14 to 20 ft.; Convention Hall, 10 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 20 by 19 ft.
No. Elevators: Two freight
Columns: None in Convention Hall or Promenade; vary in Exposition Hall
Utilities: AC and DC current, hot and cold water, steam, compressed air, gas and drainage
Loading Facilities: Truck unloading on Exposition Hall floor
Storage Areas: Ample
Meeting Rooms and Capacities: One seats 10,500; one seats 3,500; four seat 650 each; 13 seat various capacities from 75 to 300

Facilities for Food Functions: Banquet facilities for 3,000 in one room
Parking Facilities: Ample
Distance from Business District: In business district

Chase Park Plaza Hotels (HSMA)

See Advertisement, Page 167

212-220 N. Kinghighway (Phone: FOrest 1-2500)
Manager: Chase—Kenneth A. White; Park Plaza—Jack Flynn
Sales Manager: Bob Ross
Convention Season: All year
Largest Group Accommodated: 1,000 (500 units including suites available)
Air Conditioning: Entire hotel
No. Mtg. Rms. & Capacity of Largest: 25 (2,500)
No. Banquet Rms. & Capacity of Largest: 25 (1,800)
Group Meal Rates: Breakfast: 1.25; Lunch: 3.25; Dinner: 4.50

Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 20,000 sq. ft., 250 booths on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Hydraulic Stage (20' x 50')
Sports Facilities: Swimming pool, golf, tennis, riding, boating
Hotel Representative: Howard F. Dugan Associates (see pg. 29)

Coronado Hotel (HSMA)

See Advertisement, Page 15

3701 Lindell Boulevard (Phone: JEFFerson 3-7700)
Manager: Less Campbell
Sales Manager: Helen Manion
Convention Season: All year
Largest Group Accommodated: 1,000 (450 rooms, 36 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50 to 12.50; Double: 10.50 to 16.00; Suites: 18.00 to 40.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms.: 12
Group Meal Rates: Breakfast: 2.75; Lunch: 3.00; Dinner: 4.00

KANSAS CITY

has the ideal facilities for
SALES MEETINGS, CONVENTIONS
and TRADE SHOWS

4 FLOORS

exclusively for group functions

For meetings of any size up to 900 or for breakfasts, luncheons or banquets—for small groups or as many as 550 — the Continental offers the finest facilities and service. Unique among Kansas City hotels is the new

EXHIBITION HALL

AN ENTIRE FLOOR—10,500 SQ. FT.
designed for trade shows and conventions

Specially wired and lighted for exhibition purposes . . . AC current, 110-220 voltage . . . radio and TV outlets . . . PA system . . . Muzak . . . spot lights . . . natural gas and water connections . . . platform and stage . . . private office with telephones for show manager . . . built-in registration desk . . . check room.

Le Chateau C

Dining Room and Cocktail Lounge featuring CHAR-BROILED K. C. STEAKS and Prime Rib! Evenings, Entertainment Extraordinary!

La Petite

Cocktail Lounge—French-sidewalk setting! Popular-price Coffee House — breakfast, luncheon, dinner! Olympic-size indoor Swimming Pool — free to hotel guests!

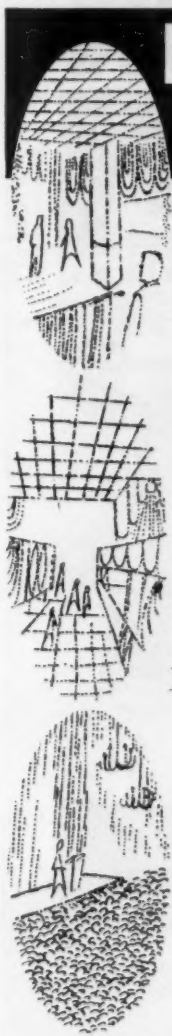
For complete information write, telephone or wire: NOEL DANIELL, Manager.

HOTEL
Continental

In the Heart of Downtown

BALTIMORE AT ELEVENTH • KANSAS CITY, MISSOURI

TELEPHONE HARRISON 1-6040 • TELETYPE KC-457
CHICAGO OFFICE: MOHAWK 4-5100



100%
AIR-
CONDITIONED

Less than 10 minutes
to Airport or
Union Station

MISSOURI
St. Louis continued

Liquor: Yes
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Lennox Hotel

9th & Washington (Phone: Central 1-7200)
Manager: W. J. Weber
Convention Season: All year
Largest Group Accommodated: 300 (180 rooms and 10 suites available)

Convention Rates: Single: from 7.00; Double: from 8.50; Suites: from 23.50
No. Mtg. Rms. & Capacity of Largest: 4 (150)
Folding doors open up between rooms to hold 300
No. Banquet Rms. & Capacity of Largest: 4 (150)
Group Meal Rates: Breakfast: from 1.75; Lunch: from 2.50; Dinner: from 3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if food or beverage is served. Otherwise, 25.00 to 100.00
Net Exhibit Space: 3,089 sq. ft. on mezzanine
Audio-Visual Aids: Projector and screens, PA system, spotlights

Mayfair Hotel

8th & St. Charles (Phone: CE 1-7500)
Manager: C. Gordon Heiss
Convention Season: All year

Largest Group Accommodated: 200 (350 rooms and 30 suites available)
Convention Rates: Single: 6.50 to 10.00; Double: 10.00 to 14.00; Suites: 17.50
No. Mtg. Rms. & Capacity of Largest: 5 (75)
No. Banquet Rms. & Capacity of Largest: 5 (75)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: from 20.00
Audio-Visual Aids: PA system, spotlights

Pick-Melbourne Hotel (HSMA)

3601 Lindell Blvd. (Phone: Olive 2-2500)
Manager: Charles L. Murphy
Sales Manager: George Lisk
Convention Season: All year
Largest Group Accommodated: 550 (375 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, 274 bedrooms
Convention Rates: Single: 6.25-9.25; Double: 8.75-11.25; Twins: 11.25-13.75; Suites: 17.50-25.00.
European
No. Mtg. Rms. & Capacity of Largest: 7 (225)
No. Banquet Rms. & Capacity of Largest: 7 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Same
Net Exhibit Space: 3,375 sq. ft. on 2 floors
Audio-Visual Aids: PA system, spotlights, screens, lectures, blackboards
Stage: Available
Sports Facilities: Golf, swimming

Sheraton-Jefferson Hotel (HSMA)

See Advertisement, Page 132

12th & Locust Sts. (Phone: MA 1-4600)
Manager: Joseph J. New
Director of Sales: Gregory R. Lucy
Convention Season: All year
Largest Group Accommodated: 1,100 (500 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.85-11.00; Twin: 13.85-18.00; Suites: 28.00-49.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (1,800)
No. Banquet Rms. & Capacity of Largest: 15 (1,100)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Vary—minimum charge
Net Exhibit Space: 13,960 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, Projectors can be rented
Stage: Yes (14'x28')

Statler Hilton Hotel (HSMA)

See Advertisement, Page 33

9th & Washington (Phone: CE 1-1400; Teletype: SL 570)
Manager: Arthur Griffith
Sales Manager: Jack Alumbaugh
Convention Season: All year
Largest Group Accommodated: 750 (450 rooms, 19 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-11.00; Double: 9.50-14.00; Suites: 32.00-45.00, European
No. Mtg. Rms. & Capacity of Largest: 14 (800)
No. Banquet Rms. & Capacity of Largest: 14 (500)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: 4.00 per 8 x 10 booth
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

SHERATON

the proudest name in HOTELS



ST. LOUIS: SHERATON-JEFFERSON

LARGEST HOTEL IN ST. LOUIS. One of America's outstanding convention hotels. Gold Room seats 1100 for banquets, 1600 for meetings. 12000 sq. ft. of exhibit space. Other function rooms for from 15 to 650 persons. Parking, completely air-conditioned. TV in every room.

800 rooms

Joseph J. New, General Manager

EAST	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
NEW YORK	ROCHESTER	ST. LOUIS	LOUISVILLE	PORTLAND, Oregon
BOSTON	BUFFALO	OMAHA	DALLAS	HAWAII
WASHINGTON	SYRACUSE	AKRON	NEW ORLEANS	HONOLULU
PITTSBURGH	BINGHAMTON, N.Y.	INDIANAPOLIS	MOBILE, Alabama	CANADA
BALTIMORE	MIDWEST	FRENCH LICK, Ind.	WEST COAST	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	SAN FRANCISCO	TORONTO
PROVIDENCE	DETROIT	SIOUX CITY, Iowa	LOS ANGELES	NIAGARA FALLS, Ont.
SPRINGFIELD, Mass.	CLEVELAND	SIOUX FALLS, S. D.		HAMILTON, Ont.

MONTANA

BILLINGS

Railroads: N.P.; C.B. & O.; G.N.
Airlines: WAL, NWA, FAL

AUDITORIUM

Shrine Auditorium

1125 Broadwater St. (Phone: 9-2316)
Manager: Harold Weston

Exhibit Areas: Two, (14,000 sq. ft.; one, 2,100 sq. ft.
Floor Load: Ground floor, unlimited
Ventilation: Blowers
Ceiling Height: Main Auditorium, 30 ft.; lower floor, 11 ft.
PA System: All rooms
Dimensions, Opening to Exhibit Hall: 10 ft. 6 in. wide by 10 ft.
Columns: Lower floor, 20 ft. on center; upper floor, none
Utilities: 110 volt, 220 volt, electric harness available
Loading Facilities: Ramp to main auditorium and lower exhibit hall
Storage Areas: Storage building 40'x80'—adjacent to auditorium
Meeting Rooms and Capacities: One—1,500; one—200
Facilities for Food Functions: Banquet for 1,500
Parking Facilities: Six acres—500 cars
Distance from Business District: 8 blocks

Northern Hotel

28th at 1st (Phone: 5-5121)
Manager: Joe B. Callihan
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 5 suites available)
Air Conditioning: 40 bedrooms, all banquet and meeting rooms
Convention Rates: Single: 6.00-7.50; Double: 8.50-12.00; Suites: 25.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (400)
No. Banquet Rms. & Capacity of Largest: 10 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75
Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rooms: None if functions are held
Net Exhibit Space: 3,804 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors can be rented
Stage: Yes (10'x20')

BUTTE

Railroads: Nor. Pac.; Gt. Nor.; U.P.; B. An. & Pac.; C.M. St. P. & P.
 Airlines: NWA, WAL

AUDITORIUM

Butte Civic Center

1340 Harrison Ave. (Phone: 2-2353)
Manager: Rene Rouleau
Exhibit Area: Main Arena, 22,800 sq. ft.
Rental Fees and Services: \$250 per day includes house crew
Floor Load: Unlimited
Ventilation: Forced air
Ceiling Height: 35 ft.
P. A. System: Altec with dual amps
Dimensions, Opening to Exhibit Hall: 12 ft. by 14 ft. high
Columns: None
Utilities: 220 Volt AC current
Storage Areas: Rear of building
Meeting Rooms and Capacities: 20 small rooms
Facilities for Food Functions: None
Parking Facilities: 3,000 cars
Distance from Business District: Half mile

Finlen Western Hotel

102 E. Broadway (Phone: 5461)
Manager: Joseph J. Mogush
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 6.00-9.00; Double: 8.50-15.00; Suites: 25.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (550)
No. Banquet Rms. & Capacity of Largest: 10 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00-100.00
Net Exhibit Space: 4,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, blackboards, easels
Stage: Yes (portable)
Sports Facilities: Golf, swimming, hunting, fishing, horseback riding, boating, skiing

GREAT FALLS

Railroads: G. Nor.; C.M. St.P. & P.
 Airlines: NWA, WAL

Rainbow Hotel

20 3rd St. (Phone: GL 2-8682)
Manager: Warren Anderson
Sales Manager: Everett Jordan

Convention Season: All year
Largest Group Accommodated: 2 (150 rooms, 8 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 4.50-7.50; Double: 10.00-14.50; Suites: 21.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (750)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 5,268 sq. ft. included in meeting room space
Audio-Visual Aids: PA system, spotlights, screens, blackboards, podiums
Stage: Yes

GLACIER NATIONAL PARK

Glacier Park Lodge

See Advertisement, Page 133

East Glacier Park (Phone: Ca 6-4411; Telegraph: East Glacier Park)
General Manager: J. B. Temple
Sales Manager: R. K. Rasmussen
Convention Season: June 15 to Sept. 11
Largest Group Accommodated: 356 (178 rooms, 2 suites available)
Convention Rates: Single: 19.00-22.50; Double: 17.00-20.50; Suites: 25.00-50.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (550)
No. Banquet Rms.: 4
Group Meal Rates: Breakfast: 1.75; Lunch: 2.40; Dinner: 3.85
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00 per day
Net Exhibit Space: 6,529 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector, 35mm projector
Stage: Yes
Sports Facilities: Golf, pitch 'n putt, riding, hiking

Lake McDonald Hotel

West Glacier
Manager: Ian Tippet
Sales Manager: R. K. Rasmussen
Convention Season: June 15 to Sept. 11
Largest Group Accommodated: 165 (79 rooms)
Convention Rates: Single: 19.00-22.50; Double: 17.00-20.50, American
No. Mtg. Rms. & Capacity of Largest: 1 (300)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 1.75; Lunch: 2.40; Dinner: 3.85
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00 per day
Audio-Visual Aids: PA system, spotlights, 16mm projector, 35mm slide projector
Stage: Yes
Sports Facilities: Hiking, swimming

Many Glacier

East Glacier Park (Phone: CE 6-4411; Telegraph: East Glacier Park)
Manager: J. B. Temple
Sales Manager: R. K. Rasmussen
Convention Season: June 15 to Sept. 11
Largest Group Accommodated: 510 (236 rooms, 2 suites available)

Convention Rates: Single: 19.00-22.50; Double: 17.00-20.50; Suites: 25.00-50.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 1.75; Lunch: 2.40; Dinner: 3.85
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00 per day
Net Exhibit Space: 7,995 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm projector, 35mm projector
Stage: Yes
Sports Facilities: Riding, hiking, fishing, boating

MISSOULA

Railroads: C.M. St. P. & P.; Nor. Pac.
 Airlines: NWA

The Florence (HSMA)

111 North Higgins Ave. (Phone: Lincoln 3-6631)
Manager: H. C. Jensen
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 7 suites available)
Air Conditioning: Bedrooms, banquet and meeting rooms
Convention Rates: Single: 5.50-8.00; Double: 7.50-10.00; Suites: 10.50-16.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (700)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: 20.00 flat rate for average-sized booth
Net Exhibit Space: 5,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Yes
Sports Facilities: Bowling

NEBRASKA

COLUMBUS

Hotel Evans

See Advertisement, Page 15

1354-27th Ave. (Phone: LO 4-3177)
Manager: E. J. Pohle
Convention Season: All Year
Largest Group Accommodated: 125 (60 rooms, 2 suites available)
Air Conditioning: Two banquet halls, 33 bedrooms
Convention Rates: Single: 5.00-7.25; Double: 7.25-9.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 3 (125)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 1.75
Liquor: Yes
Charges for Mtg. Rms.: 5.00 up.
Charges for Exhibit Areas: 5.00 up.
Net Exhibit Space: 2,270 sq. ft. on one floor

Ideal Vacation Convention Site



GLACIER PARK LODGE IN NORTHWEST MONTANA

Write Convention Mgr., Glacier Park Co., 218 Great Northern Bldg., St. Paul 1, Minn.

NEBRASKA

continued

LINCOLN

Railroads: C.B. & Q.; C.R.I. & P.; Mo. Pac.; C. & N.W.; U.P.
Airlines: FAL, UAL

AUDITORIUM

Pershing Municipal Auditorium

See Advertisement, Page 134

15th & N St. (Phone: GR 7-3761)
Manager: Dick Wagner
Exhibit Areas: 30,000 Exhibition Hall; 18,000, Main Arena; 7,000 Concourse, total sq. ft., 55,000
Rental Fees and Services Included in Rent: Commercial shows, \$500. Exhibition Hall, \$250. Fee includes all services except special labor
Floor Load: 250 lbs. per sq. ft.
Ventilation: Air conditioned
Ceiling Heights: 50 ft. arena
P. A. System: Yes
Dimensions, Opening to Exhibit Hall: 10 x 10
Elevators and Capacities: One
Columns: Exhibition hall only, some 25' 6" on center; others 45' 6"
Current and Utilities Available: 110, 220, 440 v; gas, air, steam, sewer
Loading Facilities: 10x10 door into Arena plus 12' doors from Concourse; 20x12 door into Exhibition Hall; also dock at stage
Storage Facilities: 10,000 sq. feet around Exhibition Hall
Meeting Rooms and Capacities: Two for 100 persons; one for 200; one for 750; six for committees up to 15 persons
Facilities for Food Functions: Banquets up to 2,500
Parking Facilities: Three large parking garages one block away
Distance from Business District: Downtown

Capitol Hotel

See Advertisement, Page 15

11th & P Streets (Phone: 2-1261)
Manager: George Bishoff
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Air Conditioning: Banquet halls and some bedrooms
Convention Rates: Single: 4.50-6.00; Double: 6.25-10.25, European
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.10; Lunch: 1.10; Dinner: 1.50
Liquor: Beer only
Charges for Mtg. Rms.: 25.00
Charges for Exhibit Areas: 50.00
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Cornhusker (HSMA)

301 S. 13th (Phone: 2-6971)

Managing Director: A. Q. Schimmel
Resident Manager: Jim Rodney
Sales Manager: Cecelia Lawrie
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms and 16 suites available)
Convention Rates: Single: 6.25-12.50; Double: 8.75-13.75; Suites: 24.50 to 50.00
No. Mtg. Rms. & Capacity of Largest: 8 (700)
No. Banquet Rms.: 8
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Package only
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Charges for Exhibit Areas: 25.00-150.00
Net Exhibit Space: 2,444 sq. ft. on one floor
Audio-Visual Aids: Movie screens, PA system, spotlights
Stage: Yes (25'x6')

Hotel Lincoln

See Advertisement, Page 15

147 North Ninth St (Phone: 2-6601)

Sales Manager: Mrs. Sarah Craven
Gen. Manager: Wallace A. Plummer
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 10 suites available)
Air Conditioning: Yes
Convention Rates: Single: 4.00 to 6.00; Double: 4.50 to 8.00; Suites: 8.00 to 20.00
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.35; Dinner: 2.00
Liquor: Private parties
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Audio-Visual Aids: PA system, spotlights
Stage: Yes

NORFOLK

Railroads: C. & N. W.; U. P.
Airlines: FAL, NCA

Hotel Madison

See Advertisement, Page 15

110 N. 4th St. (Phone: FR 1-5920)

Manager: Martin Strelow
Convention Season: All year
Largest Group Accommodated: 150 (60 rooms, 12 suites available)
Air Conditioning: Banquet and some bedrooms
Convention Rates: Single: 4.75-5.75; Double: 7.25-9.00; Suites: 10.50-12.25, European
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00-25.00
Charges for Exhibit Areas: 15.00
Net Exhibit Space: 4,024 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights, blackboard
Stage: Yes (12'x15')
Sports Facilities: Golf, swimming

OMAHA

Railroads: C.B. & Q.; C. St. W.; C.M. St. P. & P.; C.R.I. & P.; Ill. Cent.; Mo. Pac.; C. & N.W.; U.P. Sys.; Wab.
Airlines: BNF, FAL, NOR, OZA, UAL

CONVENTION BUREAU

Convention Bureau
Norman M. Haried, Manager

AUDITORIUMS

Omaha Civic Auditorium

1804 Capitol Avenue (Phone: WE 1323)

Manager: Charles Mancuso
Exhibit Areas: Main Arena Floor: 25,000 sq. ft.; Outer Concourse: 25,000 sq. ft.; Exhibit Hall: 65,000 sq. ft.
Rental Fees: On application
Floor Load: 100-150 lbs. per sq. ft.
Ceiling Height: Arena: 58 ft., Exhibit Hall, 11½ ft.
P. A. System: In all rooms
Dimensions, Opening to Exhibit Hall: 12 ft. by 11 ft.
No. of Elevators and Capacities: 1 Freight, 6,000 lbs.
Columns: Arena, none; Exhibit Hall, vary from 16 ft. to 30 ft. centers
Utilities: Electricity, water, drainage
Loading Facilities: Two large doors at floor level
No. Meeting Rms. & Capacities: Six—150 each
Banquet Facilities: For 3,500
Parking: 1,000 cars
Distance From Business District: Two blocks

Ak Sar Ben Coliseum

63rd & Shirley (Jackson 8333)

Manager: J. J. Isaacson
Exhibit Areas: 28,000 sq. ft.
Rental Fees and Services: \$500 per day, includes heat, light, water
Dimensions, Opening to Exhibit Hall: 20' by 20'
Columns, Location: Outer perimeter of floor
Current Available: 220 volt
Parking Facilities: Lot for 6,000 cars
Distance from Business District: Three miles

Blackstone Hotel

36th and Farnam Sts. (Phone: Harney 0945)

In Lincoln . . . PERSHING AUDITORIUM Convention Magnet of the Midwest

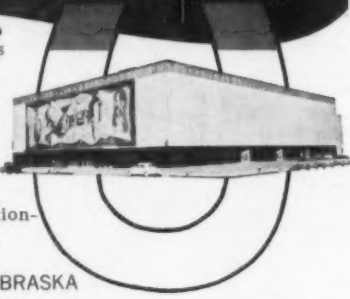
attracting groups of all sizes annually to the "Convention City" of the great plains

- Complete convention facilities
- Seats 7,000
- Banquet facilities
- 45,000 sq. ft. of space on two floors
- Downtown location near hotels and stores
- Large stage
- Completely air conditioned

LINCOLN—at the crossroads of America, hub of culture, sports, shopping, recreation—served by every type of transportation

For complete details, write: Convention Manager

Lincoln Chamber of Commerce LINCOLN, NEBRASKA



SHERATON

FONTENELLE HOTEL

IN OMAHA, NEBR.

Centrally located in business and shopping center. Near new municipal auditorium. 3 air-conditioned function floors including new floor with seating facilities for 1,500. Banquet facilities for 1,250. Closed circuit TV facilities. Guest rooms air-conditioned, free radio and TV, private bath. 350 rooms.
ARCH J. OLIVER, General Manager
PAUL JOHNSON, Sales Manager



the welcome is wonderful at

SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE

MIDWEST
CHICAGO
DETROIT
CLEVELAND, Ohio
CINCINNATI
ST. LOUIS
OMAHA
ARLINGTON

SOUTH
LOUISVILLE
DALLAS
SAN FRANCISCO
PASADENA
LOS ANGELES
PORTLAND, Oregon

HAWAII
HONOLULU
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Manager: Edward T. Schimmel
Sales Manager: R. E. Osborn
Convention Season: All year
Largest Group Accommodated: 50 (25 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 up; Double: 10.00 up; Suites: 15.00 up, European
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: .85; Lunch: 1.00 up; Dinner: 2.25 up
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 2,380 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Paxton

14th & Farnam (Phone: AT 8326)

Manager: Julius Drollick
Sales Manager: Edward Rush
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms and 7 suites available)
No. Mtg. Rms. & Capacity of Largest: 10 (700)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 1.50; Dinner: from 2.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: 5.00 to 20.00
Audio-Visual Aids: Screen, PA system, spotlights
Stage: Available

Rome Hotel

See Advertisement, Page 15

16th and Jackson Sts. (Phone: Atlantic 9354)

Manager: Loren H. Hays
Convention Season: All year
Largest Group Accommodated: 575 (250 rooms, 2 suites available)
Air Conditioning: 51 bedrooms, 6 banquet halls
Convention Rates: Single: 3.50-5.00; Double: 4.50-9.00; Suites: 15.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Minimum
Charges for Exhibit Areas: Minimum
Net Exhibit Space: 10,120 sq. ft., 8,920 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie screen
Stage: Available

Sheraton-Fontenelle Hotel (HSMA)

See Advertisement, Page 134

18th and Douglas Sts. (Phone: AT 6226)

Manager: Arch J. Oliver, Jr.
Sales Manager: Paul Johnson
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms, 16 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-11.00; Double: 9.00-16.00; Suites: 25.00-32.00, European
No. Mtg. Rms. & Capacity of Largest: 14 (900)
No. Banquet Rms. & Capacity of Largest: 14 (750)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Charges for Exhibit Areas: Same
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, closed-circuit TV
Stage: Available

Town House Motor Hotel

7000 Dodge St. (Phone: REgent 5161; Telegraph: OM 62)

Manager: Joseph A. Villella
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 5 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 6.00-10.50; Double: 9.00-14.00; Suites: 18.50-22.50, European
No. Mtg. Rms. & Capacity of Largest: 10 (750)
No. Banquet Rms.: 10
Group Meal Rates: Breakfast: 1.75; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 1,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes (12x24)
Sports Facilities: Swimming, golf

NEVADA

LAS VEGAS

Railroads: U.P.
Airlines: BAL, Pacific, TWA, UAL, WAL

CONVENTION BUREAU

Las Vegas Convention Bureau
 1030 S. 3rd St.
 Desmond Kelly, Manager

AUDITORIUM

Las Vegas Convention Center

See Advertisement, Page 137

Paradise & Desert Inn Roads (Phone: DUDley 4-4100)

Manager: George H. Albright
Exhibit Areas and Square Footage of Each: 1—90,000 sq. ft.; 2—17,000 sq. ft.; 3—4,000 sq. ft.
Flood Load: Unlimited in main exhibit hall
Ventilation: Air conditioning
Ceiling Height: 25 ft. min., 50 ft. max. in exhibit hall
PA System: R.C.A.
Dimensions, Opening to Exhibit Hall: 18' wide 20' high—2 openings. 12' high 75' wide—1 opening
Columns, Location and Dimensions: 2 rows of 7—45' apart—130' apart
Current and Utilities Available: 115-480, 4 wire, both single and 3 phase
Location, Size of Storage Areas: 84' x 120' and acres of outside area
Number of Meeting Rooms and Capacities: 17 (50-8,500)
Facilities to Handle Food Functions: Banquet up to 7,500
Parking Facilities: Unlimited
Distance from Business District: 2 miles

Dunes Hotel & Casino

On the Strip (Phone: DUDley 2-7700)

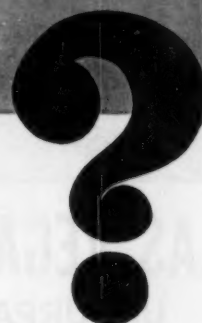
Manager: Joseph Schramm
Sales Manager: Lee Fisher
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms and 4 suites available)
Convention Rates: Single: 10.00-14.00; Double: 12.00-16.00; Suites: 26.00 up, European
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms.: 3
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Charges for Exhibit Areas: 300.00 maximum
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: Projectors, closed-circuit TV, screen, PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool
Wilbur Clark's Desert Inn
 Highway 91 (Phone: DUDley 2-6000)
Manager: Carl J. Williams
Convention Season: All year
Largest Group Accommodated: 800 (382 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-18.00; Double: 8.00-20.00; Suites: 15.00-42.00, European
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50 up; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming

El Rancho Vegas

Highway 91 (Phone: DUDley 2-1300)

Manager: Virgil C. Murphy
Sales Manager: Elinore Wiley
Convention Season: All year, except holiday periods
Largest Group Accommodated: 450 (200 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.00-15.00; Double: 24.00-30.00; Suites: 25.00-75.00
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golf, horseback riding, fishing, tennis

can you hold
 your MOST
 successful
 CONVENTION
 in
 LAS VEGAS



ask the people
 who have....

RALPH WHITENER
 AIR FORCE ASSOCIATION

BOB SMITH
 GENERAL ELECTRIC COMPANY

PAUL E. JORGENSEN
 NATIONAL LICENSED BEVERAGE
 ASSOCIATION

JULIAN CONOVER
 AMERICAN MINING CONGRESS

ABE J. GREENE
 NATIONAL BOXING ASSOCIATION

R. E. OWNS, D.S.C.
 AMERICAN COLLEGE OF
 FOOT SURGEONS, INC.

our best sales people
 are those who have proven
 there is nothing like....



COMPLETE FACILITIES FOR
 SHOWS, SALES MEETINGS, CONVENTIONS

Meet with Success at the Stardust!



LAS VEGAS' COMPLETE CONVENTION HOTEL

UNSURPASSED MEETING & BANQUET FACILITIES!

For Groups of 10 to 1,200!

- * **PAN AMERICAN ROOM** - Theater-style meetings, dinners, cocktails. 1750 sq. ft. Can divide into two rooms. From 80 to 500 people.
- * **INTERNATIONAL ROOM** - Theater-style meetings, dinners, cocktails. 5100 sq. ft. Can divide into two rooms. From 125 to 900 people.
- * **CROWN ROOM** - Theater-style meetings, banquets, dinners, cocktails. With full size theater stage. 5000 sq. ft. From 450 to 865 people.
- * **EXHIBITORS GALLERY** - Meetings, cocktails, walk-around displays. 5200 sq. ft. For 900 people.
- * **NEPTUNE DINING ROOM** - Dinners and banquets. 2500 sq. ft. Can be divided in half. From 108 to 350 people.
- * **EXECUTIVE ASSEMBLY ROOM** - For special executive meetings. 768 sq. ft. For 85 people.
- * **BOARD OF GOVERNORS ROOM** - For senior executive meetings. 1056 sq. ft. For 150 people.
- * **TICKER TAPE LOUNGE** - Meetings, luncheons, cocktails, 476 sq. ft. From 25 to 100 people.
- * **NEPTUNE BAR AND LOUNGE** - Dinners and banquets. 1500 sq. ft. From 120 to 280 people.
- * **BAR TAHITIAN** - For cocktails. 500 sq. ft. For 70 people.

PLUS

- * **CAFE CONTINENTAL** - Theater-style meetings, breakfasts, brunches, lunches - in the world's most spectacular theater. 6,500 sq. ft. From 800 to 1200 people.

AND NOW! THE EXCITING NEW AKU AKU RESTAURANT! BRINGING YOU THE ULTIMATE IN POLYNESIAN CUISINE!

**1295 MODERN
AIR-CONDITIONED
ROOMS & SUITES!**

Radio and Television!
At-your-door parking!
4 convenient dining areas!

ON STAGE!

World's Greatest Floorshow!

LE LIDO DE PARIS

Revue of 1960

AND MORE FUN!

You'll get more done... then have more fun! Stellar entertainment in the Stardust Lounge from dusk till dawn! Two Olympic-sized swimming pools! All the fun for which Las Vegas is famous!

Nationally represented by:
The John A. Tetley Co. and
Leonard Hicks, Jr. & Assoc.
Los Angeles DU 8-1151
San Francisco DO 2-2022
Chicago MO 4-5100
Detroit WO 2-2700



Washington D.C. EX 3-6481
Miami PL 4-1667
New York CI 7-6940

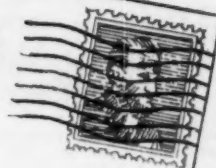
Or contact
Director of Sales
DU 4-6350
Las Vegas

a note from Las Vegas

Dear Mary—

Our family is having a wonderful time in FABULOUS LAS VEGAS (in between John's busy convention meetings) There are so many interesting places around Las Vegas for the family to see and enjoy.

It's hard to believe that just a few minutes preparation will get you into the glorious desert and snowcapped mountains! Wish we could stay a month... See you soon, Joan



Mrs. Charter Member
63 Woodvale Road
Anytown U.S.A.



LAS VEGAS CONVENTION CENTER

Desmond Kelly, Manager, Convention Bureau • Convention Center • Paradise Road • Las Vegas, Nev.

NEVADA

Las Vegas continued

Hotel Flamingo Inc. (HSMA)

Highway 91 (Phone: Dudley 2-4000)
 Manager: Tony DeCarlo
 Convention Season: All year
 Largest Group Accommodated: 800 (400 rooms, 20 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 12.00-20.00; Double: 12.00-20.00; Suites: 30.00-75.00, European
 No. Mtg. Rms. & Capacity of Largest: 4 (700)
 No. Banquet Rms.: 2
 Group Meal Rates: Breakfast: 1.65; Lunch: 2.25; Dinner: 6.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Audio-Visual Aids: PA system, spotlights, 16mm projector
 Stage: Yes (36'x34'x3")
 Sports Facilities: Swimming, horseback riding, tennis, golf

Fremont Hotel

200 Fremont St. (Phone: DUDLEY 4-3333)
 Manager: Morris L. Glass
 Convention Season: All year
 Largest Group Accommodated: 100 (100 rooms, 4 suites available)
 Air Conditioning: Yes
 Convention Rates: Single: 9.00; Double: 12.00; Suites: 24.00
 No. Mtg. Rms. & Capacity of Largest: 1 (250)
 No. Banquet Rms. & Capacity of Largest: 1 (250)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 1.50-5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: No charge if food is served
 Charges for Exhibit Areas: No charge if food is served
 Net Exhibit Space: 1,800 sq. ft. on one floor
 Audio-Visual Aids: Blackboard, PA system, spotlights
 Stage: Portable
 Sports Facilities: Golf, fishing

Las Vegas Hacienda

Highway 91 (Phone: Dudley 2-7800; Telegraph: LV8639)
 Manager: Richard B. Taylor
 Resident Manager: Norman Yoshpe
 Convention Season: All year
 Largest Group Accommodated: 500 (363 rooms, 15 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: 10.00 per room, double, twin or single, European
 No. Mtg. Rms. & Capacity of Largest: 3 (850)
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 1,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, projectors on rental basis
 Stage: Available
 Sports Facilities: Golf, boating, swimming, fishing, water skiing, hiking, skiing, half midge race track

Hotel Riviera (HSMA)

See Advertisement, Page 135

"The Strip" Highway 91
 President: Ben Goffstein
 Sales Manager: Elmo Ellsworth
 Convention Season: All year
 Largest Group Accommodated: 480 (420 rooms, 41 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 12.00-14.00; Double: 14.00; Suites: 25.00-45.00, European
 No. Mtg. Rms. & Capacity of Largest: 6 (1,200)
 No. Banquet Rms. & Capacity of Largest: 2 (850)
 Group Meal Rates: Breakfast: 50 to 1.65; Lunch: 1.25 to 3.00; Dinner: 3.00 to 7.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 10,000 sq. ft.
 Audio-Visual Aids: PA system, spotlights, projectors, screens, closed-circuit TV
 Stage: 50' x 30'
 Sports Facilities: Swimming, golf, horseback riding, boating, fishing

Sahara Hotel (HSMA)

Highway 91 (Phone: Dudley 2-6800)
 Manager: Robert J. Glenn
 Sales Manager: Herb McDonald
 Convention Season: All year
 Largest Group Accommodated: 550 (250 rooms, 10 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 11.00-15.00; Double: 12.00-16.00; Suites: 25.00-60.00, European
 No. Mtg. Rms. & Capacity of Largest: 3 (750)
 No. Banquet Rms. & Capacity of Largest: 3 (650)
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 1,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, projectors on rental basis
 Stage: Available
 Sports Facilities: Golf boating, swimming, fishing, water skiing, hiking, skiing

Sands Hotel

Highway 91 (Phone: Dudley 2-7100) Teletype LV 5688
 Manager: Archie E. Loveland
 Resident Manager: Lloyd C. Cope
 Convention Season: All year
 Largest Group Accommodated: 700 (300 rooms, 50 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 10.00-18.00; Double: 12.00-20.00; Suites: 35.00-40.00, European
 No. Mtg. Rms. & Capacity of Largest: 2 (500)
 No. Banquet Rms. & Capacity of Largest: 1 (100)
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 4.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Audio-Visual Aids: PA system, spotlights
 Sports Facilities: Swimming, golf, riding, fishing, boating

Stardust Hotel (HSMA)

See Advertisement, Page 136

Highway 91 (Phone: DUDLEY 4-6350; Telegraph: TWX 5644)
 Manager: William Eisenbrey
 Sales Manager: Mark Swain
 Convention Season: All year
 Largest Group Accommodated: 2,500 (1,300 rooms, 10 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 8.00-12.00; Double: 8.00-18.00; Suites: 22.00-36.00, European
 No. Mtg. Rms. & Capacity of Largest: 11 (1,500)
 No. Banquet Rms.: 3
 Liquor: Served in hotel
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 5.00
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 16,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 16 mm. projector, 35mm slide projector, 2"x2" slide projector
 Stage: 2 (90'x102'; 50'x80')
 Sports Facilities: Swimming pool, golf
 Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc., John A. Tetley Co., Inc. (see pg. 29)

Thunderbird Hotel

Highway 91 (Phone: Dudley 2-5100)
 Gen. Manager: Jack Walsh
 Sales Manager: Max Pittelco
 Convention Season: All year
 Largest Group Accommodated: 400 (200 rooms, 12 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 7.00-15.00; Double: 9.00-20.00; Suites: 20.00-50.00, European
 No. Mtg. Rms. & Capacity of Largest: 3 (500)
 No. Banquet Rms.: 3
 Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 4.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 10,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, projectors of all types and sizes
 Stage: Available
 Sports Facilities: Casino, golf, swimming, horseback riding

Tropicana Hotel (HSMA)

South 5th St. (Phone: Dudley 2-6850)
 V-P & Gen. Mgr.: R. O. Cannon
 Sales Manager: Rick Williams
 Convention Season: All year
 Largest Group Accommodated: 650 (300 rooms, 25 suites)
 Air Conditioning: Entire hotel

Convention Rates: Single: 10.00-16.00; Double: 12.00-18.00; Suites: 25.00-40.00, European
 No. Mtg. Rms. & Capacity of Largest: 5 (550)
 No. Banquet Rms.: 5
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 5.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 3,900 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Available (6'x32')
 Sports Facilities: Golf, swimming pool
 Hotel Representative: Ute International (see pg. 29)

RENO

Railroads: So. Pac.; V. & T.; W.P.
 Airlines: BAL, UAL, WAL

CONVENTION BUREAU

Convention Department
 P.O. Box 2109
 Robert J. Sullivan, Director

Hotel El Cortez

235-241 W. 2nd. St. (Phone: FA 2-9161)
 Manager: Edward F. Kinney
 Convention Season: All year
 Largest Group Accommodated: 250 (100 rooms available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 6.00-7.00; Double: 9.00-11.00; Twins: 10.00-12.00
 No. Mtg. Rms. & Capacity of Largest: 3 (250)
 No. Banquet Rms. & Capacity of Largest: 3 (400)
 Group Meal Rates: Breakfast: .65; Lunch: 1.05; Dinner: 1.75
 Liquor: Served in hotel
 Charges for Mtg. Rms.: Vary
 Charges for Exhibit Areas: Vary
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Golf, swimming, tennis, horseback riding, skiing

Holiday Hotel

Mills and Center Sts. (Phone: FA 9-0411)
 Manager: Lee Frankovich
 Convention Season: All year
 Largest Group Accommodated: 400 (200 rooms, 10 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 8.00-14.00; Double: 11.00-16.00; Suites: 20.00-30.00, European
 No. Mtg. Rms. & Capacity of Largest: 4 (350)
 No. Banquet Rms. & Capacity of Largest: 3
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None, when meals served
 Charges for Exhibit Areas: 10.00-20.00 per room
 Audio-Visual Aids: PA system, spotlights, projectors of all types and sizes
 Stage: Available
 Sports Facilities: Golf, swimming, fishing, bowling, hunting
 Hotel Representative: John A. Tetley Co., Inc. (see pg. 29)

Mapes Hotel

(Phone: Reno 3-1611)
 Manager: W. H. Ramage
 Convention Season: All year
 Largest Group Accommodated: 300 (150 rooms, 5 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 8.00; Double: 10.00; Twins: 12.00; Suites: 30.00
 No. Mtg. Rms. & Capacity of Largest: 3 (350)
 No. Banquet Rms. & Capacity of Largest: 3 (300)
 Group Meal Rates: Breakfast: 1.75; Lunch: 1.75; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None, if headquarters
 Charges for Exhibit Areas: None, if headquarters
 Net Exhibit Space: 4,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Fishing, hunting, skiing, swimming

The Riverside

17 So. Virginia St. (Phone: FAirview 3-2011)
 Manager: Lee Frankovich
 Sales Manager: Buster McClure
 Convention Season: All year
 Largest Group Accommodated: 400 (210 bedrooms, 30 suites available)
 Air Conditioning: Bedrooms, banquet halls
 Convention Rates: Single: 8.00 to 13.00; Double: 12.00 to 25.00; Suites: 16.00 to 30.00
 No. Mtg. Rms. & Capacity of Largest: 4 (400)
 No. Banquet Rms. & Capacity of Largest: 2 (400)

Group Meal Rates: Breakfast: 1.00; Lunch: 1.50;
Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Available
Sports Facilities: Swimming pool, golf

NEW HAMPSHIRE

BRETTON WOODS

Railroads: B. & Me.; Me. Cent.

The Mount Washington Hotel (HSMA)

See Advertisement, Page 139

(Phone: Bretton Woods 1000)
Managing Director: Ben Harrison
Sales Manager: Win Chesley
Convention Season: June through Oct.
Largest Group Accommodated: 550 (278 rooms, 6 suites available)
Convention Rates: Single: 18.00—double occupancy, American
No. Mtg. Rms. & Capacity of Largest: 11 (800)
No. Banquet Rms. & Capacity of Largest: 8 (800)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm, 16mm, projectors
Stage: Available
Sports Facilities: Swimming, golf, tennis, bowling, fishing, putting green, driving range, horseback riding

CRAWFORD NOTCH

Railroads: Me. Cent.

Crawford House

U.S. Route #302 (Phone: Twin Mountain, 30, Telegraph Crawford House)
Manager: Robert K. Haliday
Convention Season: June, Sept., Oct.
Largest Group Accommodated: 300 (171 Rooms, 6 suites available)
Convention Rates: Single: 13.00-16.00; Double: 24.00-30.00; Suites: 38.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (275)
No. Banquet Rms. & Capacity of Largest: 1
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft. separate area from meeting room
Audio-Visual Aids: PA system, spotlights, 35mm, 16mm projectors
Stage: Available
Sports Facilities: Golf, tennis, swimming, lawn bowling, horseback riding, putting green

DIXVILLE NOTCH

The Balsams Hotel (HSMA)

(Phone: 9010)
Convention Manager: Philip C. Young
Sales Manager: Harold A. Taylor
Convention Season: June to Oct. 15
Largest Group Accommodated: 425 (275 rooms, 10 suites available)
Air Conditioning: No
Convention Rates: Single: 19.00; Double: 17.00; Suites: 49.00-85.00, American
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: Spotlights, 16mm, 35mm projectors, PA system
Stage: Available

Sports Facilities: Golf, tennis, bowling, swimming pool, fishing, badminton, putting green, shuffleboard

FRANCONIA

Railroads: Served through Littleton

Forest Hills Hotel

Manager: H. C. Pettys
Convention Season: June and September
Largest Group Accommodated: 200 (120 rooms, 6 suites available)
Air Conditioning: 6 bedrooms
Convention Rates: Single: 20.00; Double: 17.00 per person, American
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: RCA 16mm, Eastman 30mm, PA system, spotlights
Stage: No
Sports Facilities: Golf, tennis, swimming, riding
Hotel Representatives: Robert F. Warner Inc., Jim Mills & Associates (see pg. 29)

Mittersill Alpine Inn & Chalets (Treatway Operated)

See Advertisement, Pages 30, 31

(Phone: Valley 3-5511; Telegraph: Franconia)
Manager: Sidney W. McCartney
Convention Season: All year
Largest Group Accommodated: 60 (30 rooms, 4 chalets available)
Convention Rates: Single: 15.00; Double: 30.00, American
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 350-400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, 35mm slide projector
Stage: Yes (portable)
Sports Facilities: Golf, swimming, skiing (in season)

MANCHESTER

Railroads: B. & Me.
Airlines: NEA

Hotel Carpenter

323 Franklin St. (Phone: National 5-5422)
Manager: John J. O'Neill
Sales Manager: Harold Brown
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 4 suites available)
Convention Rates: Single: 4.00-9.00; Double: 6.00-12.50; Suites: 10.00-15.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms.: 10
Group Meal Rates: Breakfast: .85; Lunch: 1.50; Dinner: 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00
Charges for Exhibit Areas: 15.00
Net Exhibit Space: 3,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

PIKE

Railroads: B. & M.

Lake Tarleton Club (HSMA)

Manager: Walter Jacobs
Sales Manager: Joe L. McKibie
Convention Season: June 8-30, Sept. 1-20
Largest Group Accommodated: 500 (206 rooms and 22 suites available)
Convention Rates: Single: 20.00-25.00; Double: 36.00; Suites: 40.00 to 55.00, American
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: Theater for movies, PA system, Spotlights, closed circuit TV
Stage: Available with complete theatrical equipment
Sports Facilities: Golf, putting course, 9-hole clock, tennis, baseball, handball, riding range, horses and buggies, badminton, bathing beach, boating, water skiing

For The Life of Your Convention



and The Convention of Your Life

THE
Mount Washington
BRETTON WOODS HOTEL
NEW HAMPSHIRE

The largest and finest convention meeting resort in New England, 10,000 acre estate, 10 separate meeting rooms, exhibition hall, dining room seating 800, completely trained staff to make your work a pleasure, 18-hole golf course, all sports, entertainment, and the greatest chefs in the U.S.A. Convention season, June thru October. Write today for brochures, programs and menus.

All Inclusive Rate . . . No Extras!

FREDERIC C. HOOPIS

Resident Manager and Director of Sales
1 East 57th St., New York City, PLaza 5-7648



One of the world's
great seashore resorts
at NEWCASTLE
PORTSMOUTH, N. H.
One hour north of Boston

Convention facilities for up to 400 persons. Golf. Tennis. Shuffleboard. Swimming Pool. Boating. Fishing. Clambakes. Shore Dinners. Easily reached by super highways.

SEASON: May thru October.
Now booking for 1960

For color brochure and details
write James Barker Smith,
President



that rivals the best in the world.

**NOW—ONLY ONE HOUR
FROM NEW YORK CITY**
and most anywhere in New
Jersey (not much more from
Philadelphia!). One of Amer-
ica's most magnificent re-
sort hotels offers perfect
setting for

**SALES MEETINGS • CONVENTIONS
FRATERNAL AND SOCIAL GROUPS**

BERKELEY-CARTERET ASBURY PARK, N. J.

For an ex-
ecutive session
of 6, or full-scale
convention of 600,
you'll find the type of set-
up and service you require,
and a staff with years of know-
how. Pool, Restaurants, Dancing,
Entertainment. All sports facili-
ties. **Fireproof.** 400 outside rooms.
OPEN ALL YEAR.

N. Y. Worth 2-4018
elsewhere, call Asbury Park:
PROSPECT 5-5000.

SEE HERE!

Optometrists who have at-
tended conventions here tell
us our boardwalk is quite a
spectacle.



CHALFONTE HADDON HALL

on the Boardwalk, Atlantic City, N.J.

Owned & operated by Leeds & Lippincott Co. for 69 years

Write for illustrated folder

EXECUTIVES

R. W. LEEDS • JOSEPH I. McDONELL
J. H. LIPPINCOTT, JR. • E. D. PARRISH
ELLSWORTH SOOY • DORIS SEARS • I. L. HAVERLY
LAWRENCE B. RAUGH • JAMES E. KNAUFF
J. EDWARD LIPPINCOTT • REUEL W. ELTON

NEW HAMPSHIRE

continued

PORTSMOUTH

Railroads: B. & M.

Wentworth-By-The-Sea Hotel

See Advertisement, Page 139

(Phone: Ge 3100)
Manager: James B. Smith
Convention Season: May, June, Sept., Oct.
Largest Group Accommodated: 400 (230 rooms,
25 suites available)
Convention Rates: Single: 16.00-20.00; Double:
28.00-32.00; Suites: 10.00-15.00 for parlor, Ameri-
can
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 8 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 25.00-50.00
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available (16'x20')
Sports Facilities: Golf, putting, driving range,
swimming, tennis, boating, horseback riding,
water skiing
Hotel Representative: Robert F. Warner Inc. (see
pg. 29)

RANDOLPH

Railroads: B. & M.

The Ravine House

(Phone: Ho 6-3311)

Manager: Mrs. Phyllis M. Shea
Convention Season: June-early July, mid Sept.—
early Oct.
Largest Group Accommodated: 80 (35 rooms
available)
Convention Rates: Single: 10.00-14.00; Double:
20.00-24.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25;
Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 500 sq. ft. on one floor. Sepa-
rate area
Audio-Visual Aids: PA system, spotlight, 16mm
35mm, slide projectors
Stage: Available
Sports Facilities: Golf, swimming, tennis, ping
pong, shuffleboard, croquet

SUGAR HILL

Railroads: B. & M.

Sunset Hill House (HSMA)

(Phone: Valley 3-5522)
Manager: Warren Swift
Convention Season: June-Sept.-Oct.
Largest Group Accommodated: 300 (175 rooms,
10 suites available)
Convention Rates: Single: 14.00-18.00; Double:
26.00-32.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00;
Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 9,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm
projector
Stage: 30' by 15'
Sports Facilities: Golf, tennis, croquet, shuffle-
board, billiards, putting greens, swimming pool

NEW JERSEY

ASBURY PARK

Railroads: PRR.; J.C.; N.Y. & Long Br.

Berkeley-Carteret Hotel (HSMA)

See Advertisement, Page 140

Ocean Ave. (Phone: Prospect 5-5000)
Manager: Moses Mager
Sales Manager: A. A. Gutteridge
Convention Season: Sept. through June—some
small summer meetings
Largest Group Accommodated: 650 (400 rooms,
20 suites available)
Air Conditioning: Banquet and meeting rooms,
250 bedrooms
Convention Rates: Single: 8.00-10.00; Double:
12.00-16.00; Suites: 20.00-30.00
No. Mtg. Rms. & Capacity of Largest: 14 (400)
No. Banquet Rms. & Capacity of Largest: 7 (600)
Group Meal Rates: Breakfast: .65-1.25; Lunch:
.75-2.50; Dinner: 3.95-7.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens,
cassels, projection equipment
Stage: Available
Sports Facilities: Golf, swimming, riding, tennis

ATLANTIC CITY

Railroads: PRR.; P.-R. S. S.
Airlines: AAA, EAL

CONVENTION BUREAU

Atlantic City Convention Bureau
16 Central Pier
Wayne Stetson, Manager

AUDITORIUM

Atlantic City Convention Hall

2309 Boardwalk (Phone 4-3081)

Manager: Philip E. M. Thompson

Exhibit Areas: Main Hall, 156,802 sq. ft.; Ball-
room, 23,000 sq. ft.; lower level, 97,488 sq. ft.
Rental Fees and Services: Basic rental for meet-
ings—\$2,500 a day for Arena; Ballroom: \$500 for
day or evening; \$750 for day and evening; 25c
per sq. ft. for exhibitions. Services include light,
heat, use of booths and original chair set up
Floor Load: 250 lbs. per sq. ft. Ventilation: Ball-
room, air conditioned; Main hall, fans
Ceiling Height: Ballroom, 60 ft.; Main Hall, 135
ft.; lower level, 10 ft. 2 ins. to 14 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Freight
entrances, 25 ft. wide by 20 ft. high; main en-
trance, 54 ft. wide
Elevators and Capacities: Two 5-ton; two 25-ton
Columns: None except in lower level, 2 ft sq. at
20 ft. intervals
Utilities: All currents and all utilities
Loading Facilities: Loading platforms on each
side of building; railroad siding on two sides
Storage Areas: Depends on occupancy
Meeting Rooms and Capacities: 21 with ca-
pacity 100 to 1,000; Ballroom, 4,400; arena, 32,000
Facilities for Food Functions and Banquets: Por-
table restaurant; banquets up to 10,000
Parking Facilities: 500 cars in lower level; numer-
ous lots nearby
Distance from Business District: In center of busi-
ness district

The Ambassador (HSMA)

Boardwalk at Stanton Ave. (Phone: 5-4141)

Manager: Fred Fisher

Sales Manager: Betty Torpey

Convention Season: All year
Largest Group Accommodated: 1,500 (600 rooms,
50 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 8.00-18.00; Double:
10.00-22.00; Suites: 20.00-45.00, European
No. Mtg. Rms. & Capacity of Largest: 21 (1,400)
No. Banquet Rms.: 3
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75;
Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None, when headquarters
Net Exhibit Space: 60,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, pro-
jectors
Stage: Available
Sports Facilities: Golf, fishing, swimming, boating,
indoor pool, ice skating

Chalfonte-Haddon Hall (HSMA)

See Advertisement, Page 140

No. Carolina Ave. & Boardwalk (Phone: 4-0141)
 Manager: Joseph I. McDonell
 Sales Manager: E. D. Parrish
 Convention Season: All year
 Largest Group Accommodated: 1,500 (800 rooms, 75 suites available)
 Air Conditioning: Banquet and meeting rooms
 Convention Rates: Single: 7.00-11.00; Double: 10.00-26.00; Suites: 30.00-50.00, European
 No. Mtg. Rms. & Capacity of Largest: 33 (1,800)
 No. Banquet Rms. & Capacity of Largest: 12 (1,200)
 Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: On request
 Net Exhibit Space: 66,047 sq. ft.; 20,000 sq. ft. on one floor

the Jefferson hotel

ATLANTIC CITY, N. J.

Outstanding Facilities at Sensible Prices

If you plan to hold a convention or sales meeting in Atlantic City, it will pay to investigate the facilities at the Jefferson . . . Atlantic City's leading moderately priced hotel. Famous for its excellent cuisine and outstanding facilities, the Jefferson's completely trained convention staff is your assurance of a most successful meeting.

- UNEXCELLED LOCATION —in the heart of the resort, convenient to railroad and bus terminal.
- BANQUET ROOM — seating 880 persons.
- SEPARATE MEETING ROOMS accommodating 35 to 350 persons.
- EXHIBIT SPACE of over 13,000 square feet.
- SOUNDPROOF, AIR-CONDITIONED auditorium.
- 250 COMFORTABLE ROOMS in the Jefferson
- EXPERIENCED STAFF to handle all details.

Telephone: 5-0141



Jefferson Auditorium
 Atlantic City's Newest & Finest
 Completely Air Conditioned

Audio-Visual Aids: PA system, spotlights, view graph, cinemascope, 16mm, 35mm, 2x2 & 3/4 x 4 projectors
 Stage: Available
 Sports Facilities: Golf, tennis, fishing, hunting, squash courts, game rooms, putting green & shuffleboard, year 'round swimming pool
 Hotel Representative: Robert F. Warner Inc. (see pg. 29)

The Claridge Hotel (HSMA)

See Advertisement, Page 141

Boardwalk at Indiana (Phone: 5-1271)
 Manager: George B. Bruni
 Dir. of Sales: Ada Taylor
 Convention Season: All year
 Largest Group Accommodated: 700 (350 rooms, 32 suites available)
 Air Conditioning: Banquet and meeting rooms
 Convention Rates: Nov. 1 to March 31—Single: 7.00-15.00; Double: 11.00-19.00; Suites: 36.00-92.00, April 1 to Oct. 31—Single: 9.00-21.00; Double: 13.00-25.00; Suites: 47.00-110.00, European, American on request
 No. Mtg. Rms. & Capacity of Largest: 12 (950)
 No. Banquet Rms. & Capacity of Largest: 5 (700)
 Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 5,000 to 10,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 16mm sound, 2x2 slide projectors, two screens
 Stage: Available
 Sports Facilities: Golf, tennis, fishing, swimming
 Hotel Representative: William P. Wolfe Organization (see pg. 29)

Hotel Dennis (HSMA)

See Advertisement, Page 141

Boardwalk & Michigan Ave. (Phone: 4-8111)
 Gen. Manager: Joseph M. Hitzel, Jr.
 Dir. of Sales: John E. Leishman
 Convention Season: All year, except July and August
 Largest Group Accommodated: 500 (300 rooms, 8 suites available)
 Air Conditioning: Some banquet and meeting rooms
 Convention Rates: Single: 8.00-17.00; Double: 11.00-24.00; Suites: 42.00-77.00
 No. Mtg. Rms. & Capacity of Largest: 12 (600)
 No. Banquet Rms. & Capacity of Largest: 6 (500)
 Group Meal Rates: Breakfast: from 2.50; Lunch: from 3.00; Dinner: from 5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Net Exhibit Space: 5,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, projection booth, 35mm installation, 16mm carbon arc projector, carbon arc slide projector, screen
 Sports Facilities: Bathing, fishing, golf nearby
 Hotel Representative: Howard F. Dugan Associates (see pg. 29)

Jefferson (HSMA)

See Advertisement, Page 141

136 So. Kentucky Ave. (Phone: 5-0141)
 Manager: John J. Rouse
 Sales Manager: Michael McCleane
 Convention Season: All year
 Largest Group Accommodated: 450 (235 rooms, 40 suites available)
 Air Conditioning: Banquet and meeting rooms, 62 bedrooms
 Convention Rates: Single: 6.00-10.00; Double: 10.00-14.00; Suites: 24.00, European
 No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
 No. Banquet Rms. & Capacity of Largest: 3 (800)
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None if headquarters
 Charges for Exhibit Areas: None if headquarters
 Net Exhibit Space: 8,875 sq. ft.
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Tennis, golf, horseback riding, bicycling, fishing, swimming

The Madison (HSMA)

See Advertisement, Page 142

Illinois Ave. near Beach (Phone: 4-8191)
 Manager: Dale J. Kishbaugh
 Convention Season: All year
 Largest Group Accommodated: 375 (185 rooms, 8 suites available)
 Air Conditioning: Banquet and meeting rooms, bedrooms on request
 Convention Rates: Single: 6.00-12.00; Double: 8.00-14.00; Suites: 24.00-32.00, European.



THE CLARIDGE HOTEL

ATLANTIC CITY

**MODERN AS TOMORROW
TO SERVE YOU TODAY**

Seventeen meeting rooms — climaxed by Trimble Hall—provide facilities for groups of from 25 to 950 persons. Exhibit space of approximately 12,000 square feet is available, serviced by heavy-duty elevator.

400 spacious rooms, each with tub and shower, fresh and sea water and free 21 in. console TV—splendid meals — health baths — music for dancing twice daily.

GEORGE B. BRUNI
 Vice President & General Manager

ADA TAYLOR
 Director of Sales

Telephone Atlantic City 5-1271



A WHOLE CONVENTION TOWN for 50 to 800 under one roof

EASY TO PLAN

Resident Convention Manager
 Seried Assembly Rooms
 Public Address Systems
 Committee Rooms
 Banquet Hall—Ballroom
 Exhibit Areas
 Roof Garden Suite
 Private Reception Suites
 Spacious Bedrooms
 24-hour Room Service
 Barber Shop • Health Baths

FUN FOR WIVES

Special Programs
 Luncheon Parties
 Card Parties
 Fashion Shows
 Couturier Shops
 Sundecks • Buffets
 Lobby Concerts
 Beauty Salon
 Luxury Service
 Nightly Dancing

Write for free Convention Organizing Folios—Coordinating folio for General Chairman—separate folio to guide each special chairman

HOTEL DENNIS

Boardwalk at Michigan Avenue
 Atlantic City
 Atlantic City 4-8111
 John Leishman,
 Convention Mgr.

**NOWHERE IN THE WORLD
CAN SO MUCH BE
ACCOMPLISHED WITH
SO MUCH PLEASURE**

SWIM!...in our colorful outdoor pool or luxurious tropical indoor pool...or (in season) ocean bathing right at our door!



SKATE!...on our spacious, colorful, artificial outdoor rink night and day during the winter months.

RELAX!...in our modern Health Club under a soothing massage. Ease away unwanted pounds in the steam room.



DANCE!...in the gay, sophisticated Submarine Room to the music of top flight orchestras.

DINE!...in a choice of distinguished restaurants featuring truly fine food.



SALES MEETINGS, EXHIBIT SPACE AND BANQUETS? THE TRAYMORE'S FACILITIES ARE UNEXCELLED IN ATLANTIC CITY.

For our entire CONVENTION STORY please write or phone

THE

Traymore



Center of the Boardwalk
ATLANTIC CITY
New Jersey
Atlantic City 4-3021

**NEW JERSEY
Atlantic City continued**

No. Mtg. Rms. & Capacity of Largest: 7 (700)
No. Banquet Rms.: 6
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00;
Dinner: 3.50
Liquor: Served in hotel

*Atlantic City's
Traditionally
Outstanding
Convention Hotel*

THE
Madison
OVERLOOKING OCEAN at ILLINOIS AVE.

**210 MODERN
METICULOUS ROOMS**
126 ROOMS WITH OCEAN VIEW

An Imaginative, Intelligent
Cooperative Convention Staff

Fully Complete and Versatile
Convention Facilities

JOHN R. HOLLINGER
Associate

CHARLES W. STIZTER
President



Your Inquiries Will Receive Prompt
and Personal Attention.

Telephone 4-8191

Charges for Mtg. Rms.: None if convention in hotel
Charges for Exhibit Areas: None if convention in hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels
Stage: 10' by 16'
Sports Facilities: Surf bathing, golf, boating, fishing, riding, bicycling, tennis

President Hotel and Motel (HSMA)

Boardwalk at Albany (Phone: 4-5151)
Manager: Alexander Berman
Sales Manager: Lois H. Steckel
Convention Season: All year, except July or Aug.
Largest Group Accommodated: 700 (325 units, including 50 suites available)
Air Conditioning: Ballroom and dining room, 225 bedrooms
Convention Rates: Single: 7.00-12.00; Double: 9.00-16.00; Suites: from 10.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Group Meal Rates: Breakfast: 2.00; Lunch: from 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool, beach, ice skating rink

The Shelburne (HSMA)

See Advertisement, Page 142

Michigan & Boardwalk (Phone: 4-8131; Telegraph: SHELAC)

Manager: Roland Beyer
Sales Manager: Marcus Ford
Convention Season: All year
Largest Group Accommodated: 1,000 (450 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Sept. to July—Single: 7.00-23.00; Double: 10.00-25.00; Suites: 38.00 up, European, July-Sept. upon request.
No. Mtg. Rms. & Capacity of Largest: 9 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, all types & sizes of projectors.
Stage: Available
Sports Facilities: Ocean & beach, boating, golf, horseback riding, tennis, surf & boat fishing, indoor swimming, skating
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Ritz-Carlton Hotel (HSMA)

Iowa Ave. & Boardwalk (Phone: 4-3051)



SWIM OUTDOORS
In a fabulous plastic-domed pool
—comfortably heated

SKATE IN THE SUN
Ice rink right next to the pool

150 Casually Luxurious
MOTEL TYPE UNITS

Delightful New Coffee Shop

New Children's Playground



THE
Shelburne
on the Boardwalk at Michigan Ave.
Atlantic City, N. J.



Write **MARCUS FORD**,
Vice President
in Charge of Sales
Telephone
ATLANTIC CITY 4-8131

Executive Director: George Gorman
 Convention Season: All year
 Largest Group Accommodated: 800 (465 rooms, 30 suites available)
 Air Conditioning: Banquet and meeting rooms, some bedrooms
 Convention Rates: Single: 8.00-14.00; Double: 10.00-22.00; Suites: 30.00-50.00, European
 No. Mtg. Rms. & Capacity of Largest: 20 (1,500)
 No. Banquet Rms. & Capacity of Largest: 20 (1,100)
 Group Meal Rates: Breakfast: 2.50; Lunch: 2.75; Dinner: 4.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 34,306 sq. ft., separate areas
 Audio-Visual Aids: PA system, spotlights
 Stage: 64 ft. by 40 ft.
 Sports Facilities: Swimming pool, shuffleboard, horseback riding, billiards, bicycling

Traymore Hotel (HSMA)

See Advertisement, Page 142

Boardwalk & Illinois (Phone: 4-3021)
 Manager: Harold E. Eggs
 Convention Season: All year
 Largest Group Accommodated: 1,000 (570 rooms, 50 suites available)
 Air Conditioning: Banquet and meeting rooms
 Convention Rates: Single: 8.00-22.00; Double: 10.00-24.00; Suites: 25.00-100.00, European
 No. Mtg. Rms. & Capacity of Largest: 6 (1,100)
 No. Banquet Rms. & Capacity of Largest: 6 (900)
 Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 40,000 sq. ft. on one floor, separate area
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Swimming, ice skating

CAMDEN

Railroads: PRR; P. R. S. S.
 Airlines: Served through Philadelphia

Walt Whitman Hotel

Broadway & Cooper St. (Phone: Woodlawn 4-5700)
 Manager: I. Mokrin
 Sales Manager: I. Epstein
 Convention Season: All year
 Largest Group Accommodated: 200 (175 rooms, 6 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 5.50-9.50; Double: 9.00-14.00; Suites: 19.00-25.00, European
 No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
 No. Banquet Rms.: 6
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 15,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, screen
 Stage: Available
 Sports Facilities: Golf, tennis, swimming, bowling

ELIZABETH

Railroads: PRR; B. & O.; J.C.

Elizabeth Carteret Hotel

1155 East Jersey St. (Phone: EL 3-4000)
 Convention Season: All year
 Largest Group Accommodated: 100 (50 rooms, 10 suites available)
 Air Conditioning: 3 banquet and meeting rooms, some bedrooms
 Convention Rates: Single: 5.50-7.45; Double: 7.00-11.45; Suites: 12.50-15.00, European
 No. Mtg. Rms. & Capacity of Largest: 6 (600)
 No. Banquet Rms. & Capacity of Largest: 6 (500)
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: Vary
 Charges for Exhibit Areas: Vary
 Net Exhibit Space: 2,928 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Available

HADDONFIELD

Railroads: Penna., P.R.S.S.

Cherry Hill Inn (HSMA)

Route 38 at Haddonfield Rd. (Phone: NOrmandy 2-7200)

Manager: F. R. Clausen
 Sales Managers: Francis J. Vondra and James C. Graer
 Convention Season: All year
 Largest Group Accommodated: 200 (100 rooms, 8 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 10.00-14.00; Double: 15.00-20.00, European
 No. Mtg. Rms. & Capacity of Largest: 9 (500)
 No. Banquet Rms. & Capacity of Largest: 9 (500)
 Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None if meals served
 Charges for Exhibit Areas: None if meals are served
 Net Exhibit Space: 6,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Yes
 Sports Facilities: Golf, shuffleboard, horseback riding, swimming

JERSEY CITY

Railroads: B. & O.; J.C.; D.L. & W.; Erie; H. & M.; L.V.; N.J.; N.Y.; N.Y.C.; N.Y.S. & W.; PRR

Hotel Plaza

91 Slip Ave. (Phone: Oldfield 3-0100)
 Manager: Samuel Forrest
 Sales Manager: Betty Larkin
 Convention Season: All year
 Largest Group Accommodated: 100 (65 rooms, 5 suites available)
 Air Conditioning: Banquet and meeting rooms, bedrooms
 Convention Rates: Single: 4.50-6.00; Double: 8.00-10.00; Suites: 12.00, European
 No. Mtg. Rms. & Capacity of Largest: 8 (600)
 No. Banquet Rms. & Capacity of Largest: 8 (500)
 Group Meal Rates: Breakfast: 1.90; Lunch: 2.00; Dinner: 3.25
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 6.00 to 100.00
 Charges for Exhibit Areas: 6.00 to 100.00
 Net Exhibit Space: 4,000 sq. ft.
 Audio-Visual Aids: PA system, spotlights

LAKEWOOD

Railroads: J.C.

Laurel in The Pines

Lake Drive (Phone: Lakewood 6-8000)
 Manager: Charles Seiden
 Sales Manager: Frances Zwickel
 Convention Season: Nov. to May
 Largest Group Accommodated: 600 (350 rooms available)
 No. Mtg. Rms. & Capacity of Largest: 2 (900)
 No. Banquet Rms. & Capacity of Largest: 2 (900)
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Audio-Visual Aids: PA system, spotlights, 8mm, 16mm projectors
 Stage: Available
 Sports Facilities: Swimming, ice skating, golf, horseback riding, tennis

NEWARK

Railroads: D.L. & W.; Erie; PRR; J.C.; L.V.; H. & M.
 Airlines: AAA, AAL, BNF, CAP, DAL, EAL, MOH, NAL, N. Y. Copter, TWA, UAL

Military Park Hotel

16-20 Park Place (Phone: Market 3-4080)
 Manager: James N. Kenny
 Convention Season: All year
 Largest Group Accommodated: 150 (100 rooms, 6 suites available)
 Air Conditioning: 50% bedrooms, all banquet halls
 Convention Rates: Single: 6.50-8.00; Double: 11.00-13.00; Suites: 15.00-30.00, European
 No. Mtg. Rms. & Capacity of Largest: 14 (1200)
 No. Banquet Rms.: 14
 Group Meal Rates: Breakfast: 2.25; Lunch: 2.50; Dinner: 3.00. Lunch and dinner prices higher on Saturdays and Sundays.
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None if food is served; otherwise nominal
 Charges for Exhibit Areas: Same as for meeting rooms
 Net Exhibit Space: 17,000 sq. ft. not all on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Platforms in various sizes
 Sports Facilities: None

Robert Treat Hotel (HSMA)

50 Park Place (Phone: Market 2-1000)
 Manager: Stanley J. Akus
 Sales Manager: Jack B. D. Still
 Convention Season: All year
 Largest Group Accommodated: 650 (250 rooms and 8 suites available)
 Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 15.00; Suites: 15.00 to 30.00
 No. Mtg. Rms. & Capacity of Largest: 5 (600)
 No. Banquet Rms. & Capacity of Largest: 5 (600)
 Group Meal Rates: Breakfast: from .55; Lunch: from 1.10; Dinner: from 2.00
 Liquor: Served in hotel
 Air Conditioning: Banquet and meeting rooms
 Charges for Banquet & Mtg. Rms.: from 10.00
 Net Exhibit Space: 8,000 sq. ft. on two floors
 Audio-Visual Aids: Blackboards, PA system, spotlights
 Stage: Available

NEW BRUNSWICK

Railroads: PRR; Raritan

Roger Smith Hotel

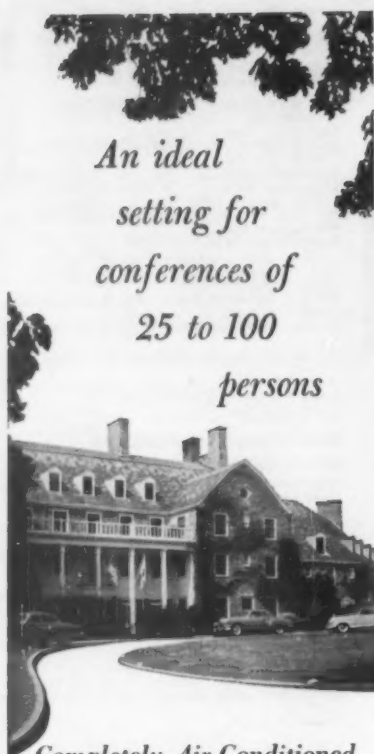
See Advertisement, Page 143

18 Livingston Ave. (Phone: CHarter 7-6000)
 Manager: Edward R. Roberts
 Sales Manager: Donald C. Charpentier
 Convention Season: All year
 Largest Group Accommodated: 200 (102 rooms and 2 suites available)
 Air Conditioning: All banquet halls, 71 bedrooms
 Convention Rates: Single: 4.75 to 10.00; Double: 6.75 to 12.50; Suites: 16.50-24.00, European
 No. Mtg. Rms. & Capacity of Largest: 4 (450)
 No. Banquet Rms. & Capacity of Largest: 4 (425)
 Liquor: Yes
 Group Meal Rates for Meals: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
 Charges for Mtg. Rms.: 7.50-200.00
 Charges for Exhibit Rooms: 7.50-160.00
 Net Exhibit Space: 3,450 sq. ft.
 Audio-Visual Aids: PA system, spotlights

NEW BRUNSWICK, N.J.
 THE
Roger Smith
 HOTEL
 welcomes you to well-served
 Sales Meetings and Conventions

- central location for convenience
- 4 meeting rooms up to 450 capacity
- 4 banquet rooms up to 425 capacity
- complete cooperation on last minute changes
- courteous, well-trained staff
- fine cuisine
- air-conditioned dining and cocktail rooms
- air-conditioned guest rooms available
- PA system-stage-spotlight

Edward R. Roberts, Mgr.
 For information address hotel or Roger Smith Hotels Corp., 106 7th Ave., New York 11



*An ideal
setting for
conferences of
25 to 100
persons*

Completely Air-Conditioned
all guest rooms, restaurants
and meeting rooms

Conveniently Located
between New York and
Philadelphia

Perfectly Situated
adjoining Princeton University
campus

Excellent Facilities
spacious private function rooms

Experienced Staff
to make meetings pleasant and
productive

Fine Accommodations
125 rooms, Cocktail Lounge,
two Restaurants

Ample Recreation
overlooking Princeton golf
course, Tennis

Gracious Atmosphere
Authentic Early American
appointments

For information, write or call Sam Stewart,
General Manager. Telephone WA 4-5200

**PRINCETON
INN**

Princeton, N. J.

NEW JERSEY Ocean City continued

OCEAN CITY

Airlines: Allegheny
Railroads: PRR

Flanders Hotel (HSMA)

11th & Boardwalk (Phone: EXport 9-1000)
Manager: Mark D. Turner
Sales Manager: Albert E. Wright
Convention Season: September thru June
Largest Group Accommodated: 500 (250 rooms,
15 suites available)
Air Conditioning: One banquet and meeting room
Convention Rates: May & Sept.—Single: 14.00-
19.00; Double: 12.00-17.00; Suites: 39.00, Oct. to
April—Single: 11.50-14.50; Double: 11.00-14.50;
Suites: 35.00, American.
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00;
Dinner: 5.00
Liquor: Served if brought by guests
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,000 sq. ft. on more than
one floor
Audio-Visual Aids: PA system, spotlights
Stage: Portable
Sports Facilities: Swimming pools, tennis, shuffle-
board, nearby golf, fishing, boating.
Hotel Representative: William P. Wolfe Organiza-
tion (see pg. 29)

PATERSON

Railroads: Erie; D.L. & W.; N.Y.S. & W.

The Alexander Hamilton

55 Church St. (Phone: Sherwood 2-8000)
Manager: Leo A. Curley
Convention Season: All year
Largest Group Accommodated: 70 (50 rooms, 1
suite available)
Air Conditioning: 3 banquet and meeting rooms,
20 bedrooms
Convention Rates: Single: 5.00-6.25; Double: 10.75-
12.50; Suites: 17.50, European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00;
Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00—150.00 per day
Charges for Exhibit Areas: 10.00-150.00 per day
Net Exhibit Space: 6,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, black-
boards easels
Stage: 12 ft. by 24 ft.

PLAINFIELD

Railroads: J.C.; B. & O.

Park Hotel (HSMA)

123 E. 7th St. (Phone: Plainfield 6-3400)
President: A. W. Stender
Manager: Carl Breier
Sales Manager: Chester Getts
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms,
1 suite available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.25-9.00; Double: 11.00-
14.00; Suites: 20.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00;
Dinner: from 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served
Charges for Exhibit Areas: from 15.00
Net Exhibit Space: 2,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

PLEASANTDALE

Railroads: See Newark (30 minutes from Newark)
Airlines: See Newark

The Goldman

(Phone: Redwood 1-4400)
Manager: Arthur Goldman
Convention Season: All year

Largest Group Accommodated: 420 (230 rooms
available)
Air Conditioning: Entire hotel
Convention Rates: Single: 16.00-20.00; Double:
30.00-50.00, Sept. to June—Double: 30.00-40.00,
American
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 5 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.25;
Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, black-
boards
Stage: Yes (40 ft.)
Sports Facilities: Golf, handball, shuffleboard,
baseball, volleyball, archery, tennis, swimming,
indoor pool, ice skating rink

PRINCETON

Railroads: PRR

Nassau Inn (HSMA)

Palmer Square (Phone: WALnut 1-7500)
Manager: George P. Washko
Sales Manager: Janet Oliver
Convention Season: All year
Largest Group Accommodated: 110 (50 rooms, 6
suites available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Sept. through June—Single:
8.00-12.00; Double: 14.00-16.00; Suites: 25.00, July
and August—Single: 7.00-11.00; Double: 12.00-
16.00; Suites: 25.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 8 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if rooms and meals
served
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film
projectors available, blackboards, flip easels
Stage: Available
Sports Facilities: Golf, tennis

The Princeton Inn (HSMA)

See Advertisement, Page 144

(Phone: WA 4-5200)
Manager: Sam Stewart
Convention Season: All year
Largest Group Accommodated: 100 (75 rooms
and 3 suites available)
Convention Rates: Single: 12.00 to 18.00; Double:
14.00-20.00; Suites: to 35.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.40; Lunch: 2.25;
Dinner: 3.50
Liquor: Served in hotel
Air Conditioning: Meeting, banquet rooms, bed-
rooms
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Yes
Net Exhibit Space: 3900 sq. ft. on one floor
Audio-Visual Aids: Spotlights, PA system, 16mm
slide projector
Sports Facilities: 18 hole golf course adjacent
Hotel Representative: Leonard Hicks, Jr. and
Associates, Inc. (see pg. 29)

SPRING LAKE BEACH

Railroads: PRR; V.C.; N.Y. & L. B.

Essex and Sussex Hotel (HSMA)

See Advertisement, Page 145

Ocean Avenue (Phone: GIBson 9-7000)
Manager: F. L. Abel
Sales Manager: F. F. Schock
Convention Season: Mid-June to mid-September;
groups under 25 Monday thru Friday July & Aug.
Largest Group Accommodated: 425 (275 rooms,
10 suites available)
Convention Rates: Single: 18.00; Double: 32.00;
Parlors: 16.00, American.
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00;
Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, slide
projectors, movie equipment
Stage: Portable
Sports Facilities: Surf bathing, tennis, putting,
shuffleboard, golf one mile

The Monmouth Hotel

See Advertisement, Page 145

(Phone: Gibson 9-5000)

Managing Director: James J. Farrell

Sales Manager: Joseph P. Redden

Convention Season: June 1-July 2, September—

after Labor Day

Largest Group Accommodated: 400 (250 rooms,

20 suites available)

Air Conditioning: Banquet and meeting rooms

Convention Rates: Single: 18.00-24.00; Double:

28.00-34.00; Suites: 50.00, American

No. Mtg. Rms. & Capacity of Largest: 7 (400)

No. Banquet Rms. & Capacity of Largest: 5 (800)

Group Meal Rates: Breakfast: 2.00; Lunch: 3.00;

Dinner: 5.00

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None

Net Exhibit Space: 1,000 sq. ft. on one floor.

Separate area

Audio-Visual Aids: PA system, spotlights

DISTINGUISHED CONVENIENT ATTENTIVE



A tradition of distinguished service. Convenient to New York and Philadelphia.

Attentive to your every wish.

Complete facilities for groups to 400 during June and September.

Essex & Sussex

Spring Lake Beach, N. J.

For full information write or phone:

F. F. Schock, Sales Mgr. Gibson 9-7000

Stage: 12 ft. by 20 ft.

Sports Facilities: Private beach, tennis, golf, putting green, shuffleboard

TRENTON

Railroads: PRR; Read; T.-P. Traction
Airlines: AAA

Hildebrecht & Stacy-Trent Hotels

27 & 49 W. State St. (Phone: Export 2-2111)

Manager: Robert K. McPherson

Sales Manager: Seigfried-Demikoff, Hildebrecht;

John Nugent, Stacy-Trent

Convention Season: All year

Largest Group Accommodated: 700 (350 rooms,

15 suites available)

Air Conditioning: Banquet and meeting rooms,

bedrooms

Convention Rates: Single: 6.00-9.00; Double: 9.75-

14.00; Suites: 18.00-35.00, European

No. Mtg. Rms. & Capacity of Largest: 13 (700)

No. Banquet Rms. & Capacity of Largest: 13 (500)

Group Meal Rates: Breakfast: 1.75; Lunch: 2.50;

Dinner: 3.25

Liquor: Served in hotel

Charges for Mtg. Rms.: None if convention head-

quarters

Charges for Exhibit Areas: Vary

Net Exhibit Space: 13,000 sq. ft. on two floors

Audio-Visual Aids: PA system, spotlights, black-

boards, easels, screens. Projectors available on

rental basis

Stage: Yes (15'x11'33")

Sports Facilities: Golf

WEST END

Railroads: J.C.; N.Y. & L.B.; Penna

Hollywood Hotel

Cedar Ave. (Phone: Capital 9-1420)

Manager: Irving Cohen

Convention Season: June and Sept.

Largest Group Accommodated: 325 (140 rooms,

10 suites available)

Air Conditioning: Banquet and meeting rooms,

117 bedrooms

Convention Rates: Single: 12.00-14.00; Double:

13.00-15.00, American

No. Mtg. Rms. & Capacity of Largest: 4 (400)

Group Meal Rates: Breakfast: 2.00; Lunch: 3.50;

Dinner: 5.00

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None

Audio-Visual Aids: PA system, spotlights

Stage: Available

Sports Facilities: Golf, tennis, pool

NEW MEXICO

ALBUQUERQUE

Railroads: A.T. & S. Fe
Airlines: CAL, FAL, TWA

AUDITORIUM

Civic Auditorium

Box 1923 (Phone CH 2-3575)

Manager: Jack Baker

Exhibit Areas: 23,500 sq. ft.

Rental Fees and Services: 325.00; plus 150.00 for

matinee

Number of Meeting Rooms and Capacities: Main

auditorium, 6,500; Main lobby room, 500; East

lobby room, 300; West lobby room, 125

Ventilation: Air conditioning

Ceiling Height: 40 ft. PA System: Altec-Lansing

Dimensions, Opening to Exhibit Hall: 22 ft. wide,

12 ft. high

Columns, Locations and Dimensions: No columns

Locations, Size of Storage Areas: 6,000 sq. ft. in

rear of arena

Facilities to Handle Food Functions: Catered

banquet for 1,000

Parking Facilities: For 1,000 cars

Distance from Business District: 8 blocks

Hotel Alvarado

110 First Street, S.W. (Telegraph: Desk FAX FDZ)

Manager: Raymond W. Williams

Asst. Manager: R. O. Buck

Convention Season: All year

Largest Group Accommodated: 160 (80 rooms, 9

suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 7.00-9.50; Double: 8.00-

12.50; Suites: 20.00-30.00, European

No. Mtg. Rms. & Capacity of Largest: 4 (300)

No. Banquet Rms. & Capacity of Largest: 4 (300)

Group Meal Rates: Breakfast: 2.00; Lunch: 2.25;

Dinner: 2.75

Liquor: Served in hotel

Charges for Exhibit Areas: 10.00-75.00

Charges for Mtg. Rms.: 10.00-75.00

Net Exhibit Space: 3,910 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights

Stage: Available

Sports Facilities: Golf nearby

Hilton Hotel (HSMA)

See Advertisement, Page 33

125 2nd St. N.W. (Phone: CHapel 3-4423; Tele-

type AQ 85)

Manager: Bryan Gordon

Sales Manager: Richard Peirce

Convention Season: All year

Largest Group Accommodated: 200 (90 rooms,

8 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 8.00-9.50; Double: 9.00-

11.50; Suites: 23.00-26.00

No. Mtg. Rms. & Capacity of Largest: 8 (500)

No. Banquet Rms. & Capacity of Largest: 8 (400)

Group Meal Rates: Breakfast: 1.50; Lunch: 2.00;

Dinner: 2.75

Liquor: Served in hotel

Charges for Mtg. Rms.: Variable

Charges for Exhibit Areas: Variable

Net Exhibit Space: 2,500 sq. ft. on one floor,

separate area

Audio-Visual Aids: PA system, spotlights, screens

Stage: Available

Sports Facilities: Golf, skiing, tennis, swimming,

riding

GALLUP

Railroads: A.T. & S. Fe.
Airlines: FAL

Hotel El Rancho

Highway E. 66 (Phone: 650)

Manager: Martin L. Hanks

Convention Season: All year

Largest Group Accommodated: 450 (200 rooms,

20 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 5.00-9.00; Double: 8.00-

15.00; Suites: 12.00-35.00, European

No. Mtg. Rms. & Capacity of Largest: 5 (200)

No. Banquet Rms. & Capacity of Largest: 5 (155)

Group Meal Rates: Breakfast: 1.25; Lunch: 1.50;

Dinner: 2.00

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None

Audio-Visual Aids: PA system, spotlights

Stage: Available

Sports Facilities: Golf, swimming

SANTA FE

Railroads: Santa Fe
Airlines: CAL, TWA

The MONMOUTH HOTEL

SPRING LAKE BEACH, N. J.

- Two golf courses
- Air conditioned dining room
- Ocean cooled meeting rooms
- Tennis courts, shuffle board
- Private bathing beach
- Cocktail Lounge, Night Club

Overlooking the Atlantic Ocean



MEETINGS UP TO 400
JUNE AND SEPTEMBER

1 Hour Drive to NEW YORK
or PHILADELPHIA

Write James J. Farrell Mgr

Same management as
Palm Beach Biltmore

NEW MEXICO

Santa Fe continued

The Bishop's Lodge

See Advertisement, Page 146

Bishop's Lodge Road (Phone: 3-6378)
Manager: James R. Thorpe, Jr.
Convention Season: Sept. 15-June 15
Largest Group Accommodated: 125 (55 rooms, 12 suites available)
Convention Rates: Single: 16.00-22.00; Double: 28.00-34.00; Suites: from 36.00, American
No. Mtg. Rms. & Capacity of Largest: 5 (250)

THE BISHOP'S LODGE

SANTA FE, NEW MEXICO



Schedule your next meeting at one of America's finest resort Hotels —

- Modern, well equipped conference facilities
- Spacious, comfortable accommodations
- Outstanding food
- Convenient air, train and car rental facilities
- 5 minutes from historic old Santa Fe
- Internationally famous

Free from distractions, yet five short minutes from historic Santa Fe, The Bishop's Lodge offers the most modern conference facilities in the Southwest plus complete resort facilities for after work relaxations and social activities.

Write for our complimentary booklet, "A PLAN FOR GROUP MEETINGS"—no obligation.

JAMES R. THORPE, JR., MGR.
P. O. BOX 1655 TEL. YUCCA 3-6378
SANTA FE, NEW MEXICO

CONFERENCE SEASON
SEPTEMBER 1—JULY 1

No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Net exhibit space 2,500 sq. ft.
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, blackboard, 16mm, 3/4x4, 2x2, opaque projections
Stage: Available
Sports Facilities: Golf, tennis, Shuffleboard, riding, swimming, hunting, fishing, skiing

La Fonda Hotel

See Advertisement, Page 146

100 San Francisco St. (Phone: Santa Fe 3-5511)
Manager: William W. Wallace
Convention Season: From after Labor Day to June 30 (small mtgs. all year)
Largest Group Accommodated: 300 (205 rooms, 11 suites available)
Convention Rates: Single: 6.50-10.00; Double: 9.00-14.00; Suites: 17.50-50.00, European
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 984 sq. ft. on one floor
Audio-Visual Aids: PA system, 16mm movie projector, spotlights
Stage: 5 platforms each 4'x8'
Sports Facilities: Golf, fishing, hunting, riding, skiing, swimming

NEW YORK

ALBANY

Railroads: N.Y.C.; D. & H.
Airlines: AAL, EAL, MOH, TWA

CONVENTION BUREAU

Albany Convention & Visitors Bureau
74 Chapel St.
John D. Fulton, Executive Director

Manger Dewitt Clinton Hotel (HSMA)

See Advertisement, Page 146

State and Eagle Sts. (Phone: 4-6111)
Manager: Charles J. Mack
Sales Manager: Clark Murphy
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms, 16 suites available)
Air Conditioning: Banquet and meeting rooms, many bedrooms
Convention Rates: Single: 7.00 up; Double: 8.50 up; Suites: 20.00-40.00
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, fishing

Sheraton—Ten Eyck Hotel (HSMA)

See Advertisement, Page 11

83 State St. (Phone: Albany 4-1111)
Manager: Morgan J. Smith
Sales Manager: William J. Smith
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 15 suites available)
Air Conditioning: 250 bedrooms, all banquet rooms and meeting rooms
Convention Rates: Single: 7.20-12.45; Double: 7.45-12.45; Suites: 15.52-42.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)

The sunny Southwest
AND ITS FAMOUS



for a different meeting!

La Fonda

IN OLD SANTA FE, NEW MEXICO

The Alvarado

IN ALBUQUERQUE, NEW MEXICO

Grand Canyon HOTELS

EL TOVAR, BRIGHT ANGEL LODGE AND YAVAPAI LODGE, ARIZONA

Death Valley HOTELS

FURNACE CREEK INN AND FURNACE CREEK RANCH, CALIFORNIA

Write to Manager or: Monte S. Gordon, Fred Harvey, 530 West 6th Street, Los Angeles 14, California. MADison 7-8048

In **ALBANY, N.Y.**

YOUR GROUP GETS

Service

WHEN YOU MEET AT THE

Manger DeWitt Clinton

Service plus superb meeting-room facilities insure the success of your meeting at The Manger DeWitt Clinton. Every detail is handled with care, precision and foresight by an experienced, helpful staff. Banquet facilities for up to 450 persons—with efficient Manger service at every step!

For complete details, contact Charles J. Mack, Mgr., The Manger DeWitt Clinton, State & Eagle Sts., Albany, N.Y. Phone: Albany 4-6111, Teletype: AL-287.

Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,200 sq. ft.
Audio-Visual Aids: PA system, spotlights, closed-circuit TV
Stage: Available

ALEXANDRIA BAY

Railroad: N.Y.C.

Thousands Islands Club

Wellesley Island (Phone: Alexandria Bay 420, New York JU 6-7982)
Manager: Lewis P. Bears
Sales Manager and Vice President: Miss Anne H. Booth
Convention Season: June 1 to Oct. 15 except July & Aug.
Largest Group Accommodated: 175 (85 rooms)
Convention Rates: Single: 20.00-23.00; Double: 30.00-33.00, American
No. Mtg. Rms. & Capacity of Largest: 10 (175)
No. Banquet Rms. & Capacity of Largest: 1 (175)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 35mm motion picture projector
Stage: Yes
Sports Facilities: 18 hole golf course, tennis, swimming pool

BINGHAMTON

Airlines: EAL, Mohawk, TWA
Railroads: Erie, D. L. & W.; D. & H.

Sheraton-Binghamton Hotel

(Opening April 1959)

See Advertisement, Page 11

50 Front St. (Phone: 3-8341)
Manager: A. J. Pennecia
Sales Manager: James Mitchell
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-10.00; Double: 10.00-14.00; Suites: 20.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (475)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.65; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00-150.00
Charges for Exhibit Areas: 15.00-150.00
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: Projectors, screens, PA system, spotlights
Stage: 16' by 22'
Sports Facilities: Golf, bowling, boating, swimming

BROOKLYN

Railroads: See New York City
Airlines: See New York City

St. George Hotel

51 Clark St., (Phone: Main 4-5000)
Manager: Norman H. Free
Sales Manager: James Klarnet
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 30 suites available)
Air Conditioning: 100 bedrooms, all banquet and meeting rooms
Convention Rates: Single: 6.00-9.00; Double: 9.00-12.00; Suites: 10.00-18.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (200)
No. Banquet Rms. & Capacity of Largest: 16 (2,675)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 15,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16 mm projector
Stage: Available
Sports Facilities: Salt water swimming pool

BUFFALO

Railroads: B. & O.; B.C.; D.L. & W.; Erie; Gd. Tk.; Int.; L.I.; L.V.; N.Y.C.; N.Y.C. & St. L.; PRR; C. & O.; S.B.; Wab.
Airlines: AAA, AAL, CAP, LCA, MOH

CONVENTION BUREAU

Buffalo Convention & Tourist Bureau
155 Franklin St. (2)
H. Ward Stewart, Jr., Manager

AUDITORIUM

Memorial Auditorium

Main & Terrace (Mohawk 4200)
Manager: Thomas A. Timlin
Exhibit Areas: Arena, 32,629 sq. ft.; Exhibition Floor, 49,980 sq. ft.
Rental Fees and Services: \$500 per day, all normal services
Floor Load: Exhibition Hall, unlimited; Arena, 200 lbs. per sq. ft.
Ventilation: Forced Air
Ceiling Height: Exhibition Hall: 14 ft.; Arena: 60 ft.
P. A. System: Complete
Dimensions, Opening to Exhibit Hall: 13 ft. wide, 11 ft. 3 in.
Columns: Arena, none; Exhibition Hall, 24-in. columns
Utilities: All currents, gas, steam, compressed air, water, drainage
Loading Facilities: Platform, 101 ft. by 16 ft.; railroad siding
Storage Areas: 22,000 sq. ft.
Meeting Rooms and Capacities: One, 1,800; one, 700; one, 1,200; one, 500; two, 600; one 15,000; two, from 25 to 75
Facilities for Food Functions and Banquet Capacity: Complete facilities for banquet of 3,000
Parking Facilities: 500 cars
Distance from Business District: In business district

Lafayette Hotel (HSMA)

Washington and Clinton Sts. (Phone: CL 5470)
Manager: E. J. Gavin
Sales Manager: William Retzel
Convention Season: All year
Largest Group Accommodated: 400 (300 rooms, 8 suites available)
Air Conditioning: 1 banquet room
Convention Rates: Single: 7.00-10.75; Double: 10.00-14.00; Suites: 24.00-36.00
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Stage: Available

Lenox Hotel (HSMA)

140 North Ave. (Phone: GR 1700)
Manager: Geo. J. Mooney
Sales Manager: Madeline Pritchard
Convention Season: All year
Largest Group Accommodated: 180 (75 rooms, 5 suites available)
Air Conditioning: Banquet room, some bedrooms
Convention Rates: Single: 6.00 to 10.00; Double: 8.50 to 15.00; Suites: 15.00 to 23.00
No. Mtg. Rms. & Capacity of Largest: 6 (150)
No. Banquet Rms. & Capacity of Largest: 6 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.90; Dinner: 3.10
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Charges for Exhibit Areas: 10.00 to 75.00
Net Exhibit Space: 3,000 sq. ft.
Audio-Visual Aids: 16mm movie projector, 35mm slide projector, screen, PA system, spotlights
Stage: Yes

The Sheraton Hotel (HSMA)

See Advertisement, Page 11

715 Delaware (Phone: Grant 2121)
Manager: Don Cork
Sales Manager: John R. Trippie
Convention Season: All year
Largest Group Accommodated: 200 (125 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms, 90 bedrooms
Convention Rates: Single: 7.50-14.00; Double: 11.50-18.00; Suites: 12.50-30.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (225)
No. Banquet Rms. & Capacity of Largest: 7 (200)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.90; Dinner: 3.10
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available

Buffalo Statler Hilton (HSMA)

See Advertisement, Page 33

107 Delaware Ave. (Phone: MOhawk 1000)
Manager: Carl Thurston
Sales Manager: Edward E. Murphy, Jr.
Convention Season: All year
Largest Group Accommodated: 1,600 (900 rooms, 50 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 7.00-12.50; Double: 9.00-15.50; Suites: 24.00-65.00, European
No. Mtg. Rms. & Capacity of Largest: 17 (1,200)
No. Banquet Rms. & Capacity of Largest: 17 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 600.00 per day
Net Exhibit Space: 16,000 sq. ft. on one floor; 10,400 sq. ft. in separate area
Audio-Visual Aids: PA system, spotlights, projectors, blackboard, pegboard, flipcharts
Stage: 16 ft. by 42 ft.

Hotel Stuyvesant (HSMA)

245 Elmwood Ave. (Phone: Grant 8020)
Manager: Thomas P. McMann
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms, 14 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.00-9.00; Double: 9.00-15.00; Suites: 14.00-24.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (350)
No. Banquet Rms. & Capacity of Largest: 9
Group Meal Rates: Breakfast: 1.50; Lunch: 1.90; Dinner: 3.10
Liquor: Yes
Charges for Mtg. Rms.: None if food served
Charges for Exhibit Areas: 10.00 to 150.00
Net Exhibit Space: 5,000
Audio-Visual Aids: 8, 16, 35mm projectors and screens, PA system, spotlights, screens
Stage: 12' x 14'
Sports Facilities: Golf and boating

Hotel Westbrook

475 Delaware Ave. (Phone: Grant 9100)
Manager: Harold A. Levin
Convention Season: All year
Largest Group Accommodated: 160 (70 rooms, 11 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 6.00 to 9.00; Double: 9.00 to 13.00; Suites: 15.00 to 27.50
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (225)
Group Meal Rates: Breakfast: .90; Lunch: 1.90; Dinner: 3.10
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Charges for Exhibit Areas: 10.00 to 75.00
Net Exhibit Space: 3,000 sq. ft.
Audio-Visual Aids: 16mm and 35mm projectors, screen, PA system, spotlights
Stage: Yes

CANANDAIGUA

Railroad: N.Y.C.

Treadway Inn

See Advertisement, Pages 30, 31

(Phone: Canandaigua 970)
Manager: Robert P. Battle
Convention Season: All year
Largest Group Accommodated: 115 (65 rooms)
Air Conditioning: Some bedrooms
Convention Rates: Single: 13.50-20.00; Double: 11.50-18.00, American
No. Mtg. Rms. & Capacity of Largest: 5 (275)
No. Banquet Rms. & Capacity of Largest: 4 (175)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm sound movie projector, 35mm slide projector, easels
Stage: Yes (portable platforms)
Sports Facilities: Golf, swimming nearby

COOPERSTOWN

Railroads: D. & H.

NEW YORK

Cooperstown continued

Cooper Inn

See Advertisement, Pages 30, 31

(Phone: Cooperstown 600 or 888)
 Manager: James B. Dodge
 Convention Season: All year
 Largest Group Accommodated: 28 (14 rooms)
 Convention Rates: Single: 20.00; Double: 17.00.
 American
 No. Mtg. Rms. & Capacity of Largest: 1 (100)
 No. Banquet Rms. & Capacity of Largest: 1 (125)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
 Dinner: 4.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 350-400 sq. ft.
 Audio-Visual Aids: PA system, spotlights, 16mm
 sound projector, 35mm slide projector
 Stage: Yes (portable)
 Sports Facilities: Golf, swimming, skiing (in
 season)

Treadway-Otesaga Hotel (HSMA)

See Advertisement, Pages 30, 31

(Phone: 888)
 Manager: James B. Dodge
 Convention Season: May-June, Sept., Oct.
 Largest Group Accommodated: 250 (200 rooms
 available)
 Convention Rates: Single: 20.00; Double: 34.00.
 American
 No. Mtg. Rms. & Capacity of Largest: 6 (300)
 No. Banquet Rms. & Capacity of Largest: 2 (300)
 Liquor: Served in hotel

Group Meal Rates: Breakfast: 1.50; Lunch: 2.00;
 Dinner: 4.00
 Charges for Exhibit Areas: None
 Charges for Mtg. Rms.: None
 Net Exhibit Space: 6,500 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, black-
 boards, easels, screen, 16mm sound projector
 Stage, 30 ft. by 25 ft.
 Sports Facilities: Golf, shuffleboard, swimming,
 tennis
 Hotel Representative: Robert F. Warner, Inc. (see
 pg. 29)

ELMIRA

Railroads: D.L. & W.; Erie; L.V.; PRR
 Airlines: CAP, MOH

Mark Twain Hotel

West Gray Street (Phone: 6221; Teletype TWX-95)
 Manager: William C. Emerson
 Convention Season: All year
 Largest Group Accommodated: 700 (300 rooms,
 15 suites available)
 Air Conditioning: Banquet and meeting rooms,
 150 bedrooms
 Convention Rates: Single: 6.50-9.00; Double: 10.00-
 14.00; Suites: 21.00, European
 No. Mtg. Rms. & Capacity of Largest: 8 (600)
 No. Banquet Rms. & Capacity of Largest: 9 (600)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00;
 Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 6,312 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Sports Facilities: Golf, horseback riding, bowling,
 tennis

GLENS FALLS

Railroads: Del. & Hud.
 Airlines: EAL, MOH

The Queensbury Hotel (HSMA)
 50 Maple St. (Phone: 2-1121)

Manager: James F. Gilday
 Sales Manager: Charles S. Bass
 Convention Season: All year
 Largest Group Accommodated: 350 (200 rooms,
 12 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 6.50-11.00; Double: 10.50-
 18.00; Suites: 25.00-36.00, European
 No. Mtg. Rms. & Capacity of Largest: 9 (500)
 No. Banquet Rms. & Capacity of Largest: 7 (270)
 Group Meal Rates: Breakfast: 1.00; Lunch: 1.75;
 Dinner: 3.25
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 1,200 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, black-
 boards, easels, all types of projectors
 Stage: Available
 Sports Facilities: Swimming, golf, tennis, horse-
 back riding, skiing, boating, dancing, hunting,
 fishing, horse racing

GROSSINGER

Bus Service: Intercity Transportation Co.—from
 New York City

Grossinger Hotel and Country Club (HSMA)

See Advertisement, Page 149

(Phone: Liberty, N.Y. 960)
 Manager: Paul Grossinger
 Sales Manager: Richard B. Braine
 Convention Season: September through June
 Largest Group Accommodated: 1,000 (525 rooms
 25 suites available)
 Air Conditioning: Entire hotel
 No. Mtg. Rms. & Capacity of Largest: 25 (1,600)
 No. Banquet Rms. & Capacity of Largest: 1 (1,400)
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 25,000 sq. ft.
 Audio-Visual Aids: PA system, spotlights, 16 mm
 projector
 Stage: 40 ft. by 20 ft.
 Sports Facilities: Golf, tennis, riding, indoor and
 outdoor swimming pools, fishing, boating, hand-
 ball, ice skating, skiing, tobogganing

JAMESTOWN

Airlines: Allegheny
 Railroads: Erie; N.Y.C.

Hotel Jamestown

106 West Third St. (Phone: 31-131)
 Genl. Manager: Merton A. Johnson
 Convention Season: All year
 Largest Group Accommodated: 350 (200 rooms,
 7 suites available)
 Air Conditioning: Banquet and meeting rooms, 11
 bedrooms
 Convention Rates: Single: 5.75-8.00; Double: 7.25-
 11.50; Suites: 15.00-17.00
 No. Mtg. Rms. & Capacity of Largest: 6 (750)
 No. Banquet Rms. & Capacity of Largest: 6 (630)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.75;
 Dinner: 2.75
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None to conventions
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Golf

JOHNSTOWN

Treadway Inn

See Advertisement, Pages 30, 31

(Phone: 6-3121)
 Manager: Andrew B. Murray
 Convention Season: All year
 Largest Group Accommodated: 100 (74 rooms, 4
 suites available)
 Air Conditioning: Some bedrooms
 Convention Rates: Single: 6.25-9.00; Double: 10.00-
 12.00; Twin: 13.00-14.50 for two seasons; Suites:
 19.50 for three persons, European
 No. Mtg. Rms. & Capacity of Largest: 6 (150)
 No. Banquet Rms. & Capacity of Largest: 5 (140)
 Group Meal Rates: Breakfast: 1.35; Lunch: 2.00;
 Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 3,152 sq. ft. on two floors
 Audio-Visual Aids: PA system, spotlights, 16mm
 sound projector, 35mm slide projector
 Sports Facilities: Heated pool in summer, 1960



SULLIVAN
Convention
COUNTY NEW YORK

SULLIVAN COUNTY is America's largest luxury resort area. More than 500 hotels to serve any size convention. Tremendous choice of year 'round facilities and accommodations to satisfy every particular need. Only 1½ hour drive from New York City via 4-lane divided super highway. Package plans and special rates available.

The business gets done ...

- meeting and banquet rooms accommodating up to 3000 people
- dramatic exhibit space
- Caucus rooms and lounges
- TV and radio broadcast facilities
- all convention equipment and services

everyone will have fun ...

- luxurious air cond. accommodations
- top-notch entertainment — exciting nite life
- championship golf courses, fishing streams and lakes
- fabulous indoor and outdoor pools
- all sports facilities.

Write for Details and Dates: **CONVENTION BUREAU**
SULLIVAN COUNTY HOTEL ASSOCIATION
 184 BROADWAY, MONTICELLO, N.Y. • Phone: MONTicello 724

GROSSINGER'S

Only 2 hours from New York, in the beautiful Catskill Mountains, you'll find a blending of natural beauty and man-made ingenuity . . . 1000 acres of fabulous resort estate, providing America's most versatile setting for every type of Convention, Sales Meeting, Training Seminar and Incentive-Plan Holiday. In this pleasant country atmosphere you'll enjoy every modern facility for the smooth functioning of your convention; all the advantages of a captive audience, plus an unequalled array of Sports, Social and Entertainment features.

The magnificent Indoor Pool and Health Club is the largest in the resort world!

There's the Championship 18-Hole Golf Course; Tennis on all-weather courts; Private Riding Academy and Bridle Trails; Grossinger Lake for Swimming, Boating, Fishing; Hunting in season; Outdoor Artificial Skating Rink open 7 months of the year; Skiing and Tobogganing in Winter; always Top-drawer Entertainment and Dancing nightly to 2 fine Orchestras.

The gracious Dining Room seats 1400 guests, to enjoy Grossinger's famed cuisine

There are 25 Meeting Rooms, to seat from 10 to 1600 people . . . complete with latest ALTEC P. A. equipment, Movie and Slide Projectors and Large Screens, Tape Recording Facilities, etc. Convention Hall seating 1600 has 40' x 20' x 4' Permanent Stage.

Conveniently reached from all directions over 6-lane super highways . . . and by private plane to JENNIE GROSSINGER AIRPORT.

A total of 25,000 square feet of Exhibit Space . . . 12,500 on this one floor!

FOR COMPLETE DETAILS AND COLOR BROCHURE, WRITE OR CALL

RICHARD B. BRAINE

DIRECTOR OF SALES

GROSSINGER'S OFFICE, 221 WEST 57TH ST.
NEW YORK 19, N. Y. Phone Circle 7-4965

HAS EVERYTHING

FOR YOUR CONVENTIONS

ALL THE YEAR 'ROUND!

ALL SPORTS at ALL SEASONS

ON GROSSINGER LAKE

GROSSINGER, N. Y.

NOVEMBER 20, 1959

149

NEW YORK continued

KIAMESHA LAKE

Bus Service: Shortline System; Intercity Transportation Co.—from New York City

Concord Hotel (HSMA)

See Advertisement, Page 151

(Phone: Monticello 1140)

Manager: Raymond Parker
Sales Manager: Jay Cohan
Convention Season: All year
Largest Group Accommodated: 2,000 (1,000 rooms and 75 suites available)
Convention Rates: Single: 14.00 to 30.00; Double: 12.00 to 25.00; Suites: 50.00 to 100.00. American
No. Mtg. Rms. & Capacity of Largest: 15 (3,000)
No. Banquet Rms. & Capacity of Largest: 5 (1,500)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 750 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 35,000 sq. ft. on one floor
Audio-Visual Aids: 16mm sound projector, PA system, spotlights
Stage: 28' x 40'
Sports Facilities: Indoor and outdoor swimming pools, 2 golf courses
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

LAKE GEORGE

Railroad: Del. & Hud.

Sagamore Hotel

See Advertisement, Page 150

(Phone: Bolton Landing 3121)

FABULOUS SAGAMORE WHERE THE GOVERNOR'S CONFERENCE WAS HELD GREATEST IN 1960

NEW FOR 1960

WONDERFUL! EXCITING! HEALTH CLUB

HEATED OLYMPIC-SIZE SWIMMING POOL
STEAM ROOMS AND HOT ROOMS
MIAMI SUNLAMPS • REDUCING EQUIPMENT

IT'S AN
ENTIRELY
NEW BUILDING



MEETING ROOMS 50 TO 500

* LARGEST CONVENTION THEATRE IN
UPSTATE NEW YORK * ALL GUEST
ROOMS AIR-CONDITIONED * "ONE
OF THE TEN BEST GOLF COURSES,"
says N.Y. Times * GREAT CUISINE
MAY-JUNE-JULY-AUG.-SEPT.
IDEALLY LOCATED IN THE
MIDDLE OF NEW YORK STATE



ON BEAUTIFUL LAKE GEORGE
SAGAMORE
BOLTON LANDING, N.Y.
N.Y. Office—1481 Broadway

Manager: James Feyko
Convention Season: May 1 to Oct. 1, except July 1 to 5 and July 17 to Aug. 15
Largest Group Accommodated: 500 (250 rooms and 10 suites available)
Convention Rates: 16.00 to 23.00 per person, according to size of group. American
No. Mtg. Rms. & Capacity of Largest: 5 (900)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: none
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: 16mm, 35mm Cinemascope projectors, PA system, spotlights
Stage: Available

LAKE PLACID

Railroads: N.Y.C.
Airlines: EAL

AUDITORIUM

Olympic Arena

Main Street (Phone: 800)
Manager: Stanley Benham
Exhibit Area: 20,000 sq. ft.
Rental Fees and Services: Free, conventions served by Chamber of Commerce at no charge
Floor Load: Unlimited
Ceiling Height: 55 ft.
Other Equipment Available: PA system
Dimensions, Opening to Exhibit Hall: 18 ft. by 16 ft.
Columns: None
Utilities: 110, 220 V, AC, DC, water
Loading Facilities: Door at street level, truck unloading on Arena floor
Storage Area: 10,000 sq. ft.
Meeting Rooms and Capacities: Arena seats 5,000; three supplementary rooms
Facilities for Food Functions: Catering service can serve banquet for 2,000
Parking Facilities: Free facilities
Distance from Business District: Center of business district

The Homestead

16 Main St. (Phone: 73)
Manager: M. A. Roland
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 80 (45 rooms available)
Convention Rates: Single: 14.00; Double: 26.00. American
No. Mtg. Rms. & Capacity of Largest: 1 (70)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75;
Dinner: 2.75-3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: Projectors
Sports Facilities: Tennis, boating, swimming, summer ice skating, fishing, golf, riding, plus all winter sports

Marcy Hotel

(Phone: 1500)
Manager: William Adler
Convention Season: All year, except Xmas, New Year's & Washington's birthday.
Largest Group Accommodated: 280 (135 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm projector and screen
Stage: Available
Sports Facilities: Skating, skiing, bobsledding, tobogganing, fishing, hunting, swimming, boating, water skiing, tennis, golf, horseback riding, bicycling
Hotel Representative: William P. Wolfe Organization, Inc. (see pg. 29)

Mirror Lake Inn

35 Lake Shore Drive
Manager: Mrs. C. M. Witkoff
Sales Manager: Dean Witkoff
Convention Season: All year, except holidays
Largest Group Accommodated: 100 (60 rooms available)
Convention Rates: Single: 15.00; Double: 30.00. Rates for American Plan
No. Mtg. Rms.: 3
No. Banquet Rms.: 3
Group Meal Rates: Breakfast: \$1.50; Lunch: \$1.75 to \$2.25; Dinner: \$2.50 to \$4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None

Net Exhibit Space: 500 sq. ft. on one floor
Audio-Visual Aids: 16 mm., 35 mm. sound projectors, blackboard, PA system
Sports Facilities: Tennis, Boating, Swimming, Summer ice skating, Fishing, Golf, Riding, plus all winter sports

St. Moritz Hotel

31 Saranac Ave. (Phone: 600, 601, 399)
Manager: William E. Rascoe
Convention Season: May to June, Sept., Oct.
Largest Group Accommodated: 150 (75 rooms, 6 suites available)
Convention Rates: Single: 13.00-15.00; Double: 24.00-28.00; Suites: 36.00-40.00. American
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,800 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 8mm & 16mm sound projectors
Sports Facilities: Tennis, Golf, shuffleboard

Whiteface Inn (HSMA)

(Phone: Lake Placid 130)
Manager: F. Burton Fisher
Sales Manager: Sid Kirk
Convention Season: May 15 to July 10, Sept. 1 to Oct. 15
Largest Group Accommodated: 500 (300 rooms and 20 suites available)
Convention Rates: Single: 20.00; Double: 34.00; Suites: 44.00. American
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00;
Dinner: 4.00
Liquor: Served in hotel
Net Exhibit Space: 3,400 sq. ft. on one floor
Audio-Visual Aids: 35mm projectors, PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, boating, bathing, fishing, water skiing, bowling
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

LIBERTY

Railroads: N.Y.O. & W.

Young's Gap Hotel

(Phone: Liberty 700)
Manager: Wolf Olkin
Sales Manager: Moe Senate
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, 48 bedrooms
Convention Rates: Single: 12.00-27.00; Double: 15.00-30.00; Suites: 45.00-47.50. Modified American
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 4,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, tennis, quilts, baseball, golf, shuffleboard, indoor ice skating, skiing, tobogganing

LIVINGSTON MANOR

Railroads: N.Y.O. & W.

White Roe Lake Hotel

(Phone: 770)
Sales Manager: John Weiner
Convention Season: May-Oct.
Largest Group Accommodated: 350 (150 rooms available)
Convention Rates: 12.00-20.00 per person. American
No. Mtg. Rms. & Capacity of Largest: 5 (750)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm and slide projectors
Stage: Available
Sports Facilities: Golf, swimming, horse back riding, tennis, boating, fishing, baseball



INTRODUCING AMERICA'S LARGEST HOTEL EXHIBITION FACILITIES

Here are over 27,000 square feet of unobstructed air conditioned floor space...an oversize elevated stage, 60' by 60', for display of vehicles, heavy equipment and product shows... at the famous Concord Hotel, where you get more work done while you have more fun!

Here, too, your convention or meeting can also benefit from the Concord's "drive-in" exhibition space—exceeding 40,000 square feet on one level, with unlimited floor load.

All exhibit areas, exhibition halls and staging facilities are yours at no extra charge when your meeting is at the Concord Hotel. There are over 25 air-conditioned private meeting and exhibit rooms accommodating 10 to 3,000 persons...dining room facilities for 2800 persons... over 1000 twin bedrooms.

Additional advantages of this American Plan hotel include:

- Golf on two courses
- Health clubs for men and women
- Three orchestras
- All star entertainment
- Four private dining rooms... conventioners dine together, to discuss and fraternize
- 90 minutes from New York City
- Nearby airport
- Indoor and outdoor pools
- Year-round ice skating
- All-weather sun bathing
- 1000 bedrooms
- 75 executive suites
- Modern shops
- Open all year round
- Every facility to keep your men (and their wives) on the spot, available for meetings

Yes, the Concord has the facilities and the manpower to help make your convention the greatest ever. We've had hundreds of the biggest and best—and they come back year after



THE ULTIMATE IN COMFORT. Deluxe air-conditioned master suites, each with TV and two bathrooms, add pleasure and relaxation to your convention.

year. Here are just a few of our recent clients:

Air National Guard • Gulf Oil • Allstate Insurance • Motorola TV • American Road Builders Assn. • DeJur-Amsco Corp. • Philco TV • Metropolitan Life Insurance Co. • National Lead Co. • Ford • Mutual of Omaha • Westinghouse Electric Corp. • National Theatre Owners Assn. • N.Y.S. Kiwanis • N.Y.S. Wholesale Liquor Assn.

For more information and new, illustrated Convention Booklet, call, wire or write, Dept. S

CONCORD

HOTEL KIAMESHA LAKE, N. Y.

RAY PARKER, General Manager
Jay Cohan, Convention Sales Manager

New York City Convention Office,
41 East 42nd St. • YUkon 6-5910
or Call Monticello 1140



this time...

**hold your convention
at one of the seven
great ocean-front hotels
in the world...**

Montauk Manor

Montauk, Long Island, New York



Exclusive Cabana, Pool and Surf Club facing the Atlantic.



A new management, dedicated to unstinting service, has brought more than a congenial vibrant spirit to this famous 10,000 acre pollen-free resort...

THIS YEAR... Montauk Downs our own 18-hole championship **GOLF COURSE (ED FURGOL—'59 head pro!)** is once again of true tournament calibre... and this is true of all facilities: Tennis... Riding... the Beach and Cabana club... and the magnificent pool. Fishing is unequalled... and attracts sportsmen the world over to the famed Montauk Yacht Club, (for the exclusive use of members and guests) ... deep sea, surf casting as well as fresh water fishing.

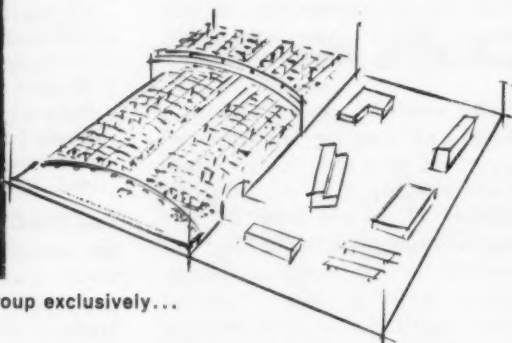
THIS YEAR... the cuisine sets a new standard of excellence... cocktail, buffet and banquet facilities too, are unsurpassed.

THIS YEAR... a new top-name entertainment policy... dancing in the Patio room... all in all you get *magnificently* more at Montauk Manor.



Only at Montauk Manor...

Our own theatre provides an impressive **CONVENTION AUDITORIUM** for up to 1,000 people... plus an adjacent **DISPLAY AREA OF EQUAL SIZE.** Private executive meeting and sales rooms are also in the building.



The entire Manor and all its facilities can be devoted to your group exclusively...

For complete details and special American Plan Rates...

contact R. D. Waterman, Convention Manager • New York Office: MUrray Hill 2-5198

NEW YORK continued

LONG BEACH

Railroads: Long Island

The Lido (HSMA)

See Advertisement,
Pages 157, 158, 159, 160, 161

(Phone: Long Beach, N. Y., General 2-4500; New York City Regent 4-9000)

Sales Manager: Maurice Pfursich
Convention Season: May, June, Sept., October
Largest Group Accommodated: 600 (267 rooms, 20 suites available)

Air Conditioning:
Convention Rates: Single: 22.00-25.00; Double: 34.00-38.00; Parlor: 12.00 additional. American
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 6.00

Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 20,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16 mm. & 35 mm. projectors, blackboards, slide projectors, lecturns, easels, screens
Stage: Two
Sports Facilities: Golf, tennis, indoor and outdoor pools, fishing, archery, shuffleboard, water skiing, private beach and boardwalk

MONTAUK

Railroads: Long Island

Gurney's Inn

Old Montauk Highway (Phone: Montauk Point 8-2345)

Manager: Nick Monte
Convention Season: May, June, Sept., Oct.
Largest Group Accommodated: 125 (50 rooms, 10 suites available)

Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 20.00-25.00; Double: 30.00-40.00. American

No. Mtg. Rms. & Capacity of Largest: 2 (125)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 4.50

Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system
Sports Facilities: Swimming, golf, tennis, riding, boating, water skiing, fishing

Montauk Manor (HSMA)

See Advertisement, Page 152

(Phone: Montauk Point 8-2311)

Manager: Neil Fitzgerald

Sales Manager: R. D. Waterman

Convention Season: June to October

Largest Group Accommodated: 350 (200 rooms, 6 suites available)

Convention Rates: June and Sept.—Single: 24.00; Double: 38.00; Suites: 53.00; July and Sept.—Single: 25.00; Double: 40.00; Suites: 55.00. American

No. Mtg. Rms. & Capacity of Largest: 6 (575)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 6.50

Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, projectors
Stage: Available
Sports Facilities: Golf, sailing, swimming, pool, riding, tennis, fishing, softball

NEW CITY

Railroads: NJ & NY

Dellwood Country Club

See Advertisement, Page 153

Phone: NE 4-4626

Manager: Lee Wills

Convention Season: All year

Largest Group Accommodated: 110 (60 rooms, 6 suites available)

Air Conditioning: Entire hotel
Convention Rates: Single: 24.00; Double: 18.00-20.00; Suites: 25.00. American

No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.00

Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: 16mm. sound projector, PA system, spotlights
Stage: 20' by 8'

Sports Facilities: Tennis, golf, swimming, volleyball, baseball, fishing

Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

NEW WINDSOR

Plum Point Country Club

See Advertisement, Page 153

(Phone: Newburgh, N. Y. JO 1-4270)

Manager: Nelson Bernstein

Convention Season: All year except June 15-Sept. 15

Convention Rates: 12.00-15.00 per day American

No. Mtg. Rms. & Capacity of Largest: 3 (125)

No. Banquet Rms. & Capacity of Largest: 2 (80)

Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00

Liquor: Set. t.s. served

Audio-Visual Aids: PA system, 16mm sound projector, slide projector

Stage: Yes (20'x10')

Sports Facilities: Tennis, handball, swimming, golf range

NEW YORK CITY

Railroads: B. & O.; J.C.; D.L. & W.; Erie; H. & M.; L.V.; L.I.; N.J. & N.Y.; N.Y.C.; N.Y., NH & H.; N.Y.O. & W.; N.Y.S. & W.; Penna.; S.I.R.T.; W.S.

Airlines: AAA, AAL, BNF, CAP, Cubana, DAL, EAL, MOH, NAL, NY 'copter, NEA, NWA, FAA, TCA, Trans Caribbean, TWA, UAL

CONVENTION BUREAU

New York Convention & Visitors Bureau, Inc.
90 E. 42nd St. (17)
Royal W. Ryan, Executive Vice President

AUDITORIUMS

New York Coliseum

See Advertisement, Page 5

Columbus Circle (Phone: Plaza 7-5000)

Manager: Charles W. Strong

Exhibit Areas: Four floors First, 64,401 sq. ft. plus 13,686 sq. ft. on First Mezzanine; second floor, 82,517 sq. ft.; third floor, 70,553 sq. ft.; fourth, 70,003 sq. ft.

AN IDEAL CONFERENCE CENTER CONFERENCES OF 20-100 PERSONS

CONVENIENTLY LOCATED

Only 45 minutes
from New York City

EXCELLENT FACILITIES

Private function rooms to suit
your needs.

GOLF & TENNIS

18 hole championship course,
3 fast clay tennis courts, olympic size pool.

*Your Inspection
Is Cordially
Invited*

dellwood country club

new city, new york • new city 4-4626

For complete information call or write

Mr. LEE WILLS, MANAGING DIRECTOR

DELLWOOD CONFERENCE CENTER — NEW CITY, N.Y.



the
Perfect Setting
For Effective, Enjoyable
CONVENTIONS

the magnificent
Plum Point
COUNTRY CLUB
The Year Round Resort
Only 55 miles from New York City

- Outstanding Cuisine
- Plenty of parking space
- Excellent service . . . specializing in groups of 25 or less and up to 125
- Luxurious Accommodations
- Complete cooperation
- Attractive rates

Brochure on Request

NEW WINDSOR 4, N. Y.
Newburgh JO 1-4270

NEW YORK New York City continued

Rental Fees and Services: First floor, \$10,000; second floor, \$23,000; third floor, \$13,000; fourth floor, \$10,000. Two-week period. Includes light, heat, storage.

Floor Load: First and second floors, 300 lbs. per sq. ft.; third floor, 200 lbs. per sq. ft.; fourth floor, 150 lbs. per sq. ft.

Ventilation: Zone controlled air conditioning

Ceiling Height: Up to 55 ft. **PA System:** Yes

Dimensions, Opening to Exhibit Hall: Ramp to 1st floor, inner door 15'6" W x 17'6" H; Ramp to 2nd floor, inner door 20' W x 20' H

No. of Elevators and Capacities: 10 passenger elevators capacity 33 persons each. 5 freight elevators, capacity 75,000 lbs, largest (48' x 15' x 15')

Current and Utilities Available: AC, air, water, gas, steam television, vacuum, high and low tension

Loading Facilities: 60 ft. loading dock, 3 truck passages, ramp, 5 freight elevators

Locations, Size of Storage Areas: 8-12,000 sq. ft. on each floor

Number of Meeting Rooms and Capacities: 10, 25 to 300 Exhibit floors 6,250 to 8,149 each

Facilities to Handle Food Functions: Banquet for 1,000

Parking Facilities: Two levels under Coliseum hall

Distance from Business District: Center of district

Kingsbridge Armory

29 West Kingsbridge Rd., Bronx (LU 4-5700)

Manager: Ed Cullen, Superintendent

Exhibit Areas: 180,000 sq. ft.

Rental Fees and Services: \$1,000-\$1,500 per day; half rate for erection and dismantling time; no services included

Floor Load: Unlimited

Ventilation: Natural draft; 2 exhaust fans

Ceiling Height: 105 ft.

P. A. System: Available on rental

Dimensions, Opening to Exhibit Hall: 13 ft. high by 12 ft.; 25 ft. high by 20 ft.

Columns: None

Utilities: Water, gas, sewer, AC current—3-phase, 208 V, single-phase, 118 V, 60 cycle

Loading Facilities: Unload directly on floor

Storage Areas: 40,000 sq. ft.

Meeting Rooms and Capacities: 12 rooms seat up to 100; other rooms seat 1,000, 750, 400 and two seat 150 each

Facilities for Dining Functions and Banquet Capacity: Dining room seats 510 for banquet

Parking Facilities: 3,000 cars, adjoining streets

Distance from Business District: 28 minutes by subway; 30 minutes by cab

Madison Square Garden

307 W. 49th St. (Columbus 5-6800)

Manager: John A. Goldner

Exhibit Areas: Exhibition Hall, 50,000 sq. ft.

Rental Fees and Services: \$1,000 per day; \$500 per day for moving in and out; no services included in rental

Floor Load: 125 lbs. per sq. ft.

Ceiling Height: 14 ft.

P. A. System: Has to be installed

Dimensions, Opening to Exhibit Hall: 10 ft. wide by 12 ft. high

Columns: 30 ft. centers

Utilities: AC and DC current, water, gas

Loading Facilities: Drive onto floor

Storage Areas: 1,400 sq. ft.

Meeting Rooms: None

Parking Facilities: Adjacent to building

Distance from Business District: In midtown

New York Trade Show Corp.

See Advertisement, Page 154

500 Eighth Ave. (1) (Phone: Longacre 4-4100)

President and Executive Director: Duane W. Carlton

Exhibit Areas: 18,000 sq. ft., open booths plus additional 4 floors of 200 sample rooms

Rental Fees and Services: Meetings, \$500 to \$1,000; Exhibits, \$400 to \$1,000

Floor Load: 150 lbs. per sq. ft.

Ventilation: Air-conditioned

Ceiling Height: 11 ft. 2nd Floor, other Floors 8'6"

PA System: Yes

Dimensions, Opening to Exhibit Hall: 180 ft. by 100 ft.

No. of Elevators and Capacities: 6 passenger elevators, 20 persons each

Columns, Locations and Dimensions: 18 columns, 1 ft., 11 inches square 2nd floor

Current and Utilities Available: AC ample, 110 and 220, 3 phase

Loading Facilities: Freight elevator, 9' x 9' x 17 1/2' capacity 5,000 lbs.

Locations, Size of Storage Area: 5,000 sq. ft. in basement

Number of Meeting Rooms and Capacities: 200 (10 to 1500)

Facilities to Handle Food Functions: Can handle banquet for 1,200

Parking Facilities: Garage nearby

Distance from Business District: Center of business district

69th Regiment Armory

26th St. & Lexington Ave. (MU 4-6170)

Manager: Lt. Col. H. M. Lutz

Exhibit Areas: 32,000 sq. ft.

Rental Fees and Services: \$743 per day; no service included

Floor Load: 180 lbs. per sq. ft.

Ventilation: Natural

Ceiling Height: 100 ft.

PA System: Available on rental

Dimensions, Opening to Exhibit Hall: 10 ft. by 8 ft.

Elevators and Capacities: One freight, 4,000 lbs.

Columns: None

Utilities: AC 3-phase-208 V, single-phase-118 V, 60 cycle

Loading Facilities: Street level door

Meeting Rooms: None

Facilities for Food Function and Banquet Capacity: Restaurant can handle 250

Parking Facilities: None

Distance from Business District: In heart of city

71st Infantry Regiment Armory

34th St. and Park Ave. (MU 5-1771)

Manager: Col. Donald Sherman

Exhibit Areas: 40,000 sq. ft.

Rental Fees and Services: \$1,000 per day; no services included

Floor Load: Unlimited

Ventilation: Windows

Ceiling Height: 100 ft.; 9 ft. under balcony

PA System: Available on rental

Dimensions, Opening to Exhibit Hall: 10 ft. high, 10 ft. wide

Columns: None

"The Very Best in Exhibit Facilities"

By actual proof and evidence, the fact that the New York Trade Show Building offers the finest trade show facilities is no idle boast. In our three years of operation, over 200 progressive and forward looking trade shows, conventions have used our wonderful facilities. For those show managers and associations who have not enjoyed the many wonderful advantages here in our Trade Show Building, we are inviting them to visit with us and see for themselves just what they are missing. We would be pleased to have them with us. Special Attention to All Show Managers and Associations: There are certain periods in the year that we find difficulty in the sale of our space. Special considerations are now offered in the way of price, assistance and guidance from our Trade Show office. We invite those interested to phone, write or wire us for additional information. There is no obligation!

DUANE W. CARLTON, President

New York TRADE SHOW BUILDING

EIGHTH AVENUE AT 35th STREET
500 Eighth Avenue, N. Y. 1, N. Y.
Longacre 4-4100



- 4 floors—200 rooms with display windows—complete circulation—no dead ends!
- 1 open floor of 18,000 square feet
- Acoustical ceilings
- 6 hi-speed elevators plus heavy duty freight lift
- Modern lighting equipment—ample A.C. 110 and 220—3 phase
- Crew of experienced personnel
- 8th Avenue, 35th to 36th Streets
- Tunnel to Penn Station
- Adequate facilities for storage
- Restaurant & Beverage Facilities—room service
- Free tables, shelving, racks and chairs
- Spotlights—special peg-board display walls
- Nearly 5,000 hotel rooms adjacent
- Center of Show Area
- Telephone in each room—switchboard service

Diagonally Across from Hotel New Yorker
COMPLETELY AIR-CONDITIONED

TWA puts wings on convention planning



EAST COAST



BOSTON • NEW YORK • ATLANTIC CITY • PHILADELPHIA • WASHINGTON

The Atlantic seaboard offers everything for your convention. And TWA offers the finest way to fly there. With TWA BOEING 707s, fastest Jetliners in the U.S., and magnificent Skyliners, TWA serves 70 U.S. cities.

TWA offers every assistance, from selecting the site to round-trip transportation. TWA's Convention Bureau specialists help you to find

the facilities best suited to make your meeting an outstanding success...accommodations for groups of any size...relaxing recreation.

For information about TWA's Convention Planning and Transportation Service, call your nearest TWA office now. Or write: Herb Lynn, Convention Sales Manager, TWA, 380 Madison Avenue, New York 17, New York.

FLY THE FINEST... FLY TWA USA • EUROPE • AFRICA • ASIA

GOING TO NEW YORK? MAKE A DATE WITH THE "8"

Newest, quietest, roomiest of all.
United Air Lines DC-8 Jet Mainliner®
is the *best of the jets*. Fly it soon.

For convention and post-convention
tour planning, call or write:
M. M. Mathews, Mgr., Convention
Sales, 36 S. Wabash, Chicago 3, Ill.



NEW YORK New York City continued

Utilities: AC current single and three-phase, 60 cycle
Loading Facilities: Door from street level
Storage Areas: None
Facilities for Food Function and Banquet
Capacity: Restaurant seating up to 300
Parking Facilities: 2 garages within one block
and 3 parking lots within two blocks
Distance from Business District: In business district

Astor Hotel (HSMA)

See Advertisement, Page 156

Times Square (Phone: Judson 6-3000; Teletype NY 1,2715)
Manager: Frank Kridel
Convention Season: All year
Largest Group Accommodated: 750 (350 rooms, 80 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.00-17.00; Double: 13.00-21.00; Suites: 20.00-55.00, European
No. Mtg. Rms. & Capacity of Largest: 20 (2,500)
No. Banquet Rms. & Capacity of Largest: 9 (2,500)
Group Meal Rates: Breakfast: 3.00; Lunch: 4.50; Dinner: 6.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: 10.00 per running sq. ft.
Net Exhibit Space: 18,000
Audio-Visual Aids: PA system, spotlights
Stage: Yes (25'x40')

Barbizon-Plaza Hotel

See Advertisement, Page 161

106 Central Park South (Phone: CI 7-7000)
Gen. Manager: David S. Racusin
Sales Manager: Charles D. Erickson
Convention Season: All year
Largest Group Accommodated: 700 (700 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.50-14.00; Double: 14.00-19.50; Suites: 30.00-35.00
No. Mtg. Rms. & Capacity of Largest: 22 (265)
No. Banquet Rms. & Capacity of Largest: 3 (200) (450 buffet style)
Group Meal Rates: Breakfast: .85-1.65; Lunch: 1.85-2.50; Dinner: 2.85-3.95
Liquor: Served in hotel
Charges for Mtg. Rms.: Meetings only—25.00 to 100.00
Net Exhibit Space: 15,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, professionally equipped theatre
Stage: Available
Hotel Representative: William P. Wolfe Organization (see pg. 29)

The Biltmore (HSMA)

See Advertisement, Page 162

Madison Ave. at 43rd St. (Phone: Murray Hill 7-7000)
Gen. Manager: Thomas J. Kane
Sales Manager: Xavier Lividini
Convention Season: All year
Largest Group Accommodated: 1,000 (600 rooms, 75 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 8.00-19.95; Double: 12.00-20.95; Suites: 25.00 to 50.00, European
No. Mtg. Rms. & Capacity of Largest: 25 (1000)
No. Banquet Rms. & Capacity of Largest: 18 (850)
Group Meal Rates: Breakfast: 3.00 up; Lunch: 4.50; Dinner: 6.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 9,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Men's health club, bowling

For Successful Meetings TWO GREAT HOTELS ON TIMES SQUARE

Now under one management, the famous Hotel Astor and New York's newest, Hotel Manhattan, offer the most flexible meeting facilities in this capital city of conventionland. Each is fully equipped—and teamed up as a combined convention headquarters,

they offer facilities unmatched anywhere. Air conditioning, superb staffs, comfortable guest rooms, modern equipment, fine restaurants, and ideal location, combine to make the Astor and the Manhattan wonderful choices for your next meeting.

HOTEL MANHATTAN

44th to 45th Sts. at Eighth Ave.
Judson 2-0300

New York's newest hotel. 10
luxurious meeting rooms for
10 to 500 people. 1400 air
conditioned rooms, each
with radio and TV. Excellent
garage facilities.



HOTEL ASTOR

44th to 45th Sts. on Broadway
Judson 6-3000

21 meeting rooms, for 15 to
3000 people. Includes the
largest ballroom in New
York. 750 air conditioned
rooms, each with radio and
television.

HOTEL ASTOR HOTEL MANHATTAN

NEW YORK

ZECKENDORF HOTELS • FRANK W. KRIDEL • EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER

These pages are reprinted from a portion of the famous Lido complete Convention Planning Kit... you may obtain your copy by writing or telephoning:

MAURICE PFURSICH • Sales Manager
THE LIDO, Lido Beach, Long Island, N. Y.
New York Telephone: REgent 4-9000



CONVENTION

ANNOUNCING A NEW POLICY...

For the first time — in response to the demand — the months of May, June, September and October will be reserved exclusively for conventions.

Where else but at Lido can you hold a convention that offers enviable proximity to mid-Manhattan plus the multi-fold facilities of a renowned resort hotel with one mile of private beach and boardwalk on the Atlantic Ocean. Convention delegates at this magnificent private resort estate are a willing "captive audience"... an inspection-visit will make the reasons obvious...

LIFE
AT
Lido...



the famed Lido Cuisine

The Lido Dining Rooms' elegance and matchless service are only surpassed by the quality and selection of the food offered. Continental specialties that appeal to the eye as well as the palate are all part of the fare. The ever-changing Lido menu is an exciting tribute to the culinary arts and to Life at Lido.



◀ **PATIO (Dome Partially Open)**

An important part of al fresco Life at Lido is the Patio, primarily designed for outdoor meetings, exhibits, luncheon in swim suits and evening entertainment under the stars. For those rare occasions when weather would indicate "going indoors" the Patio sliding plastic dome automatically converts it into a weatherproof room . . . gay and colorful! This is but one of eleven dramatic Lido meeting rooms.



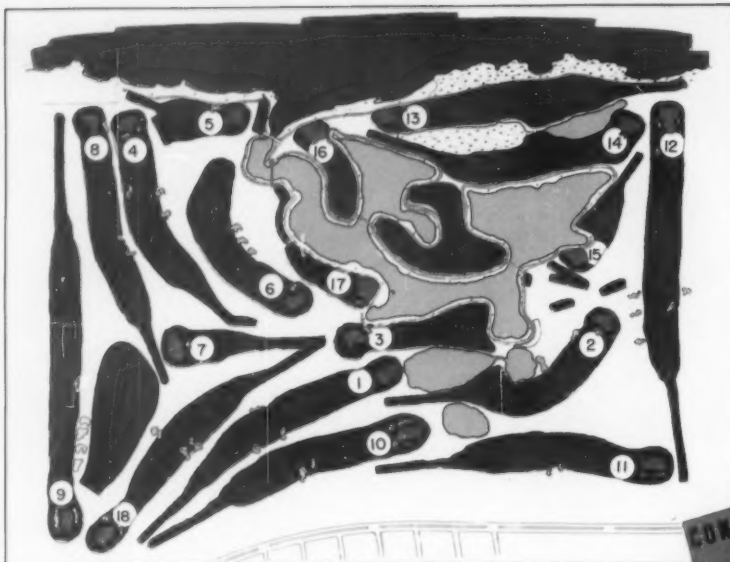
THE 16th...LIDO'S FAMOUS CHANNEL HOLE

The Channel Hole, the 16th, with its double water carry, is rated one of the most interesting par 5's in the world...Indicative indeed of the general excellence of design of this great Tournament Golf Course.



Sport-facilities Unsurpassed!

Superb swimming in the Atlantic is only the beginning... there's an Olympic Outdoor Pool, a glass enclosed tiled Indoor Pool, Water Skiing, seven well-kept Tennis Courts, Handball Courts, Softball Diamond, Ping-Pong rooms plus all the usual recreational facilities. In addition there's deep sea, and surf fishing and boating, 200 cabanas, steam rooms, Solaria, Massage departments, Barbershop and Beauty Salon are all close at hand.



for those who say:
 "...golf makes
 a convention..."

Robert Trent Jones has designed for Lido an outstanding Golf Course. It has been applauded by amateurs, professionals and sportswriters. The seaside layout is an improvement on the former Lido golf course which gained world fame during the 20's and 30's. The Golf Course with its billowy, undulating fairways is reminiscent of several famous links in England and Scotland.

Here are just a few of the organizations who have chosen the Lido:

INTERNATIONAL BUSINESS MACHINES CORP., U. S. TRADEMARK ASSOCIATION, INDUSTRIAL TRUCK ASSOCIATION, EMERSON RADIO & PHONOGRAPH CORP., PRUDENTIAL INSURANCE CO. OF AMERICA, N. Y. LIFE INSURANCE COMPANY, MATERIAL HANDLING INSTITUTE

**"Just 60 minutes
 from Broadway..."**

In addition to being so close to the heart of the Great White Way, Lido is easily accessible from distant parts of the country... transportation facilities are uniquely convenient... 40 trains daily from Penn Station... Idlewild Airport less than 30 minutes away. La Guardia almost as near... the Belt Parkway super-highway system provides direct access to Lido. Only 40 minutes from Flushing Meadow—the proposed site of the 1964-1965 Worlds Fair.

COMPLETE CONVENTION SUCCESS is assured since an alert ownership-management is always in residence and is dedicated to providing your organization with its personal cooperation at all times.



THE COMPLETE CONVENTION PLANNING KIT...

Yours at no obligation • write or phone
 MAURICE PFURSICH, Sales Manager
 The Lido, Lido Beach, Long Island, New York,
 New York Telephone: REgent 4-9000

Lido
 HOTEL/BEACH CLUB/GOLF CLUB, Lido Beach, L. I.
 On the Atlantic Ocean... one hour from mid-Manhattan

Accommodating groups up to 600 persons... with space for an additional 500 in nearby hotels.

NEW YORK
New York City continued

Commodore Hotel (HSMA)

See Advertisement, Page 162

42nd St. & Lexington Ave. (Phone: Murray Hill 6-6000)

Manager: Geo. H. Howard

Sales Manager: John C. Egan

Convention Season: All year

Largest Group Accommodated: 2,500 (1,200 rooms, 100 suites available)

Air Conditioning: Banquet and meeting rooms, 800 bedrooms

Convention Rates: Single: 7.00-16.50; Double: 13.00-22.00; Suites: 21.00-52.50, European

No. Mtg. Rms. & Capacity of Largest: 22 (2,200)

No. Banquet Rms. & Capacity of Largest: 22 (1,800)

Group Meal Rates: Breakfast: 3.00; Lunch: 4.00; Dinner: 6.00

Liquor: Served in hotel

Charges for Mtg. Rms.: Variable

Charges for Exhibit Areas: Variable

Net Exhibit Space: 20,000 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights

Stage: Available

Hotel Representatives: John A. Tetley Co., Inc., Leonard Hicks, Jr. and Associates, Inc., Ruth Bedrossian (see pg. 29)

Hotel Edison (HSMA)

See Advertisement, Page 162

228 W. 47th St. (Phone: Circle 6-5000)

Manager: Joseph J. Van

Sales Manager: Charles W. Tierney

Convention Season: All year

Air Conditioning: Bedrooms, banquet halls

Convention Rates: Single: 8.50-13.00; Double: 12.50-16.50; Twin: 14.50-18.50; Suites: 20.00-30.00

No. Mtg. Rms. & Capacity of Largest: 8 (800)

No. Banquet Rms. & Capacity of Largest: 4 (400)

Group Meal Rates: Breakfast: 2.50; Lunch: 3.50; Dinner: 5.50

Liquor: Served in hotel

Charges for Mtg. Rms.: Open

Charges for Exhibit Areas: Open

Net Exhibit Space: 4,000 sq. ft. on more than one floor

Audio-Visual Aids: PA system, spotlights

Stage: Yes (325 sq. ft.)

Essex House (HSMA)

160 Central Park South (Phone: Circle 7-0300)

Manager: Vincent J. Coyle

Convention Season: All year

Largest Group Accommodate: 200 (150 rooms, 50 suites available)

Air Conditioning: Most bedrooms, all banquet and meeting rooms

Convention Rates: Single: 13.00-23.00; Double: 17.00-25.00; Suites: 35.00-70.00

No. Mtg. Rms. & Capacity of Largest: 5 (500)

No. Banquet Rms. & Capacity of Largest: 5 (500)

Liquor: Served in hotel

Charges for Mtg. Rms.: 25.00 to 600.00

Charges for Exhibit Areas: 25.00 to 600.00

Net Exhibit Space: 11,000 sq. ft. on 2 floors

Audio-Visual Aids: PA system, spotlights, projectors from rental service

Stage: Available

Hotel Representative: Utell International (see pg. 29)

Man on the move



Our own 550 seat theater right in the hotel

"Ideal!" says Walter Brunauer, Sales Mgr. of Service Products, Lily-Tulip Cup Corp. and Chairman, New York Sales Executive Club Education Committee.

"Yes, the Barbizon-Plaza's 550-seat theater is just perfect for every type of sales meeting and convention." There are 7,000 square feet of adjacent exhibit space and 20 air-conditioned, smaller meeting rooms, plus closed circuit television. And you really live at the Barbizon-

Plaza! Delicious French and American cuisine, air-conditioning dial-controlled in every room. All rooms have private bath, radio, and TV. Central Park is at your door... and Broadway, Fifth Avenue, Radio City, the new Coliseum, are just a step away. "See what I mean? Ideal!"

Write to Director of Sales for illustrated brochure.

BARBIZON-PLAZA

106 Central Park South at 6th Avenue overlooking Central Park

What the Riviera is to the Mediterranean, Lido is to the Atlantic

Distinguished
HOTELS

Plan your next
CONFERENCE
at this Distinguished Hotel

The
BILTMORE
"The Executive Hotel of New York"

43rd Street at Madison Avenue
Private elevator from Grand Central

- Choice of 26 air-conditioned meeting rooms, for 10 to 1000.
- Staff of specialists in meeting arrangements.

INFORMATION & RESERVATIONS
Write or phone The Biltmore (MU 7-7000) or Service Representative Robert F. Warner, Inc. in New York, Boston, Washington, Chicago, Toronto; Glen W. Fawcett, Inc. in Dallas, San Diego, Los Angeles, Santa Barbara, San Francisco, Portland, Seattle.

Private elevator from Grand Central

NEW YORK New York City continued

Hotel Governor Clinton (HSMA)

31st St. & 7th Avenue (Phone: Pennsylvania 6-3400;
Teletype: N.Y. 1-3202)
Manager: Victor J. Giles
Convention Manager: J. H. Syrett
Convention Season: All year
Largest Group Accommodated: 1,500 (900 rooms,
10 suites available)
Air Conditioning: All meeting rooms, 450 bed-
rooms
Convention Rates: Single: 7.50-12.00; Twins: 12.00-
19.00; Double: 12.00-19.00; Suites: 21.50-47.50,
European

No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms.: 12
Group Meal Rates: Breakfast: 3.00; Lunch: 4.00;
Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals served
Net Exhibit Space: 8,371 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Portable

Henry Hudson Hotel (HSMA)

See Advertisement, Page 163
353 West 57th Street (Phone: CO 5-6100)
Manager: Albert F. Koenig
Sales Manager: Frank W. Berkman
Convention Season: All year
Largest Group Accommodated: 800 (500 rooms,
50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-10.00; Double: 11.00-
17.00; Suites 20.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)

**Every Facility for a
Perfect Trade Show**

13,000 sq. feet of
Public Space Available

A Personalized Hotel
in the Heart of the
Theatre District
and Radio City

1000 AIR-COND.
ROOMS • TV

New York's Newest HOTEL
EDISON
46th to 47th Sts. • Just west of B'way

Milton J. Kramer, pres.
Ownership Management

Executives: ideal facilities for
**SALES MEETINGS
CONVENTIONS • INCENTIVES**

Consider the advantages of
the Edison's newly decorated
and magnificent Banquet
Halls. No finer facilities any-
where, sensible prices... con-
veniently located in midtown
Manhattan.

Accommodations for 20 to 1000
For Reservations
call Robert D. Howard
Circle 6-5000



So much
more --
at the **Commodore!**

NEW YORK'S MOST COMPLETE CONVENTION HOTEL!

OUTSTANDING FACILITIES . . . for groups up to 3500. Air-conditioned meeting and banquet rooms, including four of Manhattan's largest ball-rooms. Attractive restaurants and the famous Commodore Bar.

IDEAL MIDTOWN LOCATION . . . right at Grand Central. Minutes from Penn Station, Airline Terminals, the Coliseum, Madison Square Garden, shops, theatres and night spots. All transportation at the door.

CHOICE ACCOMMODATIONS . . . at reasonable rates. 2000 outside guest rooms and suites with bath.

For full information: Phone JOHN C. EGAN, Director of Sales, MU 6-6000

HOTEL COMMODORE

42ND ST. AT LEXINGTON AVE., N. Y. 17, N. Y. • MURRAY HILL 6-6000 • A ZECKENDORF HOTEL

SALES MEETINGS/Part II SALES MANAGEMENT

No. Banquet Rms. & Capacity of Largest: 15 (750)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.75; Dinner: 4.75
Liquor: Served in hotel
Net Exhibit Space: 3,000 sq. ft. on one floor, separated area from meeting rooms
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool
Hotel Representative: Utell International (see pg. 29)

Lexington Hotel

48th & Lexington Ave. (Phone: Plaza 5-4400)
Genl. Manager: Fred F. Holsten
Sales Manager: Peter Mellon
Convention Season: All year
Largest Group Accommodated: 1,000 (740 rooms, 25 suites available)
Air Conditioning: Banquet rooms, 12 floors
No. Mtg. Rms. & Capacity of Largest: 3 (80)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.75; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00 up, depends upon usage
Charges for Exhibit Areas: 25.00 up, depends upon usage
Net Exhibit Space: 2,750 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen, blackboards
Stage: Available
Hotel Representative: Utell International (see pg. 29)

Manger Vanderbilt Hotel (HSMA)

See Advertisement, Page 164

Park Ave. at 34th St. (Phone: Murray Hill 3-4000)
Manager: Walter Henkel
Sales Manager: Virginia Bush
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 25 suites available)
Air Conditioning: 80% bedrooms, banquet halls
Convention Rates: Single: 8.00; Double: 12.50-20.50; Suites: 26.50-49.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 3.50; Lunch: 4.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 up
Charges for Exhibit Areas: 15.00 up
Net Exhibit Space: 10,693 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available

Manhattan Hotel (HSMA)

See Advertisement, Page 156

44th & 45th St. & 8th Ave. (Phone: Judson 2-0300)
Manager: Frank W. Kridel
Sales Manager: William H. Hutchinson
Convention Season: All year
Largest Group Accommodated: 1,000 (600 rooms, 18 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-14.00; Double: 10.00-18.00; Suites: from 25.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Group Meal Rates: Breakfast: 2.50; Lunch: 4.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 6,136 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available

New Weston Hotel

34 E. 50th St. (Phone: Plaza 3-4800)
Manager: J. T. McTighe
Sales Manager: J. A. Zaccaria
Convention Season: All year
Largest Group Accommodated: 100 (25 rooms, 25 suites available)
Air Conditioning: Banquet and meeting rooms, most bedrooms
Convention Rates: Single: 10.00-17.00; Double: 15.00-22.00; Suites: 23.00-45.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (50)
Group Meal Rates: Breakfast: 3.00; Lunch: 5.50; Dinner: 6.50 (plus 5% tax & 15% gratuities)
Liquor: Served in hotel
Charges for Mtg. Rms.: None when meals are served
Charges for Exhibit Areas: 25.00 to 50.00
Net Exhibit Space: 3,000 sq. ft.; 755 sq. ft. on one floor

Hotel New Yorker (HSMA)

34th & 8th Ave. (Phone: LO 3-1000) (Teletype: N.Y. 1, 1384)
Sales Manager: John A. Potter



In NEW YORK CITY

IBM	EASTERN AIR LINES	Swift
Inco Nickel	NBC	Seagram's

Honored by great organizations of America...

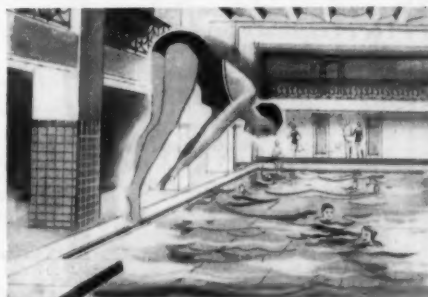
For Service Beyond the Call of Duty

- **Personalized attention:** Your first contact at Henry Hudson becomes your group's very own *aide de camp*, to guide you through your stay at the Henry Hudson, to take care of *everything*.
- **Choice location**—steps from the Coliseum, a short walk to Times Square, Radio City.
- **Complete facilities** for groups of 10—1,000, with largest banquet-meeting space of any hotel in the Coliseum zone.
- **1200 choice guest rooms:** your group can *stay together* when you hold your function at the Henry Hudson.

HENRY HUDSON HOTEL

353 West 57th Street,
New York City

Available to our guests: The newest, most modern Vic Tanny's Private Gym and Health Club. Swimming pool, men's and women's gymnasiums, steam rooms, massage facilities all located on premises. For details and special group rates, direct inquiries to: Mr. Frank W. Berkman.



in NEW YORK CITY

YOUR GROUP
GETS



WHEN YOU
MEET AT THE
Manger Vanderbilt

Service plus superb meeting-room facilities insure the success of your meeting. Every detail is perfectly handled by an experienced helpful staff. Air-conditioned banquet facilities for up to 350 people—with efficient Manger service at every step!

For complete details, contact Walter A. Henkel, Gen. Mgr., The Manger Vanderbilt, Park Ave. at 34th St., N.Y.C. Phone: MU 3-4000, Teletype: N.Y. 1-3263.

Manger Windsor

300 rooms, 100% air-conditioned. E. James Holman, Mgr., 6th Ave. at 58th Street. Phone: CO 5-2100, Teletype: N.Y. 1-3265.



**getting down
to business...**

It's a pleasure to concentrate on the business at hand in the handsome setting of the St. Moritz. Function rooms are completely isolated assuring privacy and quiet for your group. And the famed St. Moritz service and cuisine add immeasurably to your affair. Newly decorated private function rooms accommodate from 10 to 300 for directors' meetings, sales meetings, luncheons, banquets, receptions or testimonial dinners. For an especially beautiful setting, choose the Sky Gardens or Terrace Club, overlooking Central Park from high atop the St. Moritz.

**ST. MORITZ
ON-THE-PARK**

50 Central Park South, New York

PLaza 5-5800

Nancy B. Zabol, Sales Manager

NEW YORK

New York City continued

Convention Season: All year
Largest Group Accommodated: 2,600 (1500 rooms, 50 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 8.00-11.00; Double: 12.00-14.00; Suites: 25.00 up
No. Mtg. Rms. & Capacity of Largest: 18 (1,000)
No. Banquet Rms. & Capacity of Largest: 18 (950)
Group Meal Rates: Breakfast: 2.75; Lunch: 3.75; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 up
Charges for Exhibit Areas: 15.00 up
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, closed-circuit TV, screens
Stage: Available
Hotel Representative: Ruth Bedrossian (see pg. 29)

Park Sheraton Hotel (HSMA)

See Advertisement, Page 166

7th Ave. at 54th St. (Phone: Circle 7-8000)
Manager: T. C. Deveau
Sales Manager: James J. Flanagan
Convention Season: All year
Largest Group Accommodated: 1,200 (500 rooms, 200 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-15.00; Double: 13.00-19.00; Suites: 17.00-38.00, European
No. Mtg. Rms. & Capacity of Largest: 11 (1,200)
No. Banquet Rms. & Capacity of Largest: 11 (1,000)
Group Meal Rates: Breakfast: 3.00; Lunch: 4.00; Dinner: 5.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Pick Belmont Plaza Hotel

49th & 50th St. & Lexington Ave. (Phone: Plaza 5-1200 Teletype—NY 1,3877)
Manager: Charles Villaverde
Sales Manager: Trudy Cohen
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 30 suites available)
Air Conditioning: Banquet and meeting rooms, many bedrooms
Convention Rates: Single: 7.00-9.85; Double: 9.50-13.85; Suites: 18.00-30.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Group Meal Rates: Breakfast: 3.00; Lunch: 4.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Open
Charges for Exhibit Areas: Open
Net Exhibit Space: 12,000 sq. ft. on 2 floors
Audio-Visual Aids: PA system, spotlights, 4' x 6' screen
Stage: Available

The Plaza (HSMA)

59th St. & 5th Ave. (Phone: PL 9-3000)
Manager: John G. Horsman
Convention Season: All year
Largest Group Accommodated: 1,000 (250 rooms and 50 suites available)
Convention Rates: Single: 11.00-26.00; Double: 16.00 to 31.00; Suites: from 28.00
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (800)
Group Meal Rates: Breakfast: from 3.00; Lunch: from 4.00; Dinner: from 7.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and bedrooms
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: Many types, PA system, spotlights
Stage: Available

Hotel Roosevelt (HSMA)

See Advertisement, Page 167

Madison Ave. at 45th St. (Phone: MU 6-9200)

The Warwick

AT ROCKEFELLER CENTER

WHERE BUSINESS MEETINGS
FUNCTION SMOOTHLY

On their toes, with the best facilities and appointments at hand, the Warwick staff is a repeating satisfaction to those in charge of meeting arrangements.

WHERE CONVENTIONS
REPEAT FOR GOOD REASONS

What a convention manager wants, he gets. Through the experience of years, our staff fits in as a smooth operating part of convention planning and execution.



ERWIN H. SCHLICHT
General Manager

Write or Phone
SALES
DEPARTMENT
65 West 54th St.
New York, N. Y.
CI 7-2700

COMPLETELY
AIR
CONDITIONED

How Conventions & Sales
Meetings Solve Their
Group Entertainment
Activities and "Wives Programs"

Gray Line New York will set up
custom entertainment packages

1. "NITE LIFE PARTY"

Dinner at the Copacabana or Latin Quarter, followed by visits to 2 other clubs

2. "LADIES DAY IN NEW YORK"

Lunches, fashion shows, specialized sight-seeing

3. "SEE NEW YORK" Tours

Glass Top Visionaire Cruisers Air-Conditioned

For NEW IDEAS on NEW YORK
ACTIVITIES



CONTACT

Leone Enken
Mgr. Convention Sales
Gray Line New York
Tours Corp.
245 W. 50th St.
New York 19, N. Y.
JUdon 6-0033

**BOSTON
CHICAGO
DALLAS
DETROIT
LOS ANGELES
NEW YORK
PHILADELPHIA
ST. LOUIS
SAN FRANCISCO
WASHINGTON**



American serves these popular cities—and many resort areas!

Planning a meeting? Whether you're thinking of a large meeting in one of these major cities or a smaller meeting in a resort area, you'll find American's specialists ready and happy to help you in your planning. For details and your free booklet, "Twelve Commandments for an Effective Meeting," write to: Mr. Frank Svoboda, Manager of Convention Sales, American Airlines, Inc., 100 Park Avenue, New York 17, N. Y.

**AMERICAN
AIRLINES**

The Jet Airline

NEW YORK New York City continued

Manager: Neal Lang
Director of Sales: Robert G. Golbach
Convention Season: All year
Largest Group Accommodated: 1,800 (900 rooms, 50 suites available)
Air Conditioning: Banquet rooms, 700 bedrooms
Convention Rates: Single: 7.00-20.00; Double: 12.00-25.00; Suites: 38.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 20 (1,200)
No. Banquet Rms. & Capacity of Largest: 20 (1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 4.50; Dinner: 6.50
Liquor: Served in hotel

Charges for Mtg. Rms.: Vary
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

St. Moritz-On-The-Park

See Advertisement, Page 164

56 Central Park South (Phone: PLaza 5-5000)
Manager: John Mados
Sales Manager: Nancy B. Zabel
Convention Season: All year
Largest Group Accommodated: 800 (300 rooms, 100 suites available)
Air Conditioning: Banquet and meeting rooms, 75% of bedrooms
Convention Rates: Single: 11.00-16.00; Double: 14.00-19.00; Suites: 20.00-75.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Group Meal Rates: Breakfast: 3.00; Lunch: 5.00; Dinner: 7.00

Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: None if food is served
Audio-Visual Aids: PA system, spotlights, 3 screens
Stage: Available

The Savoy-Hilton Hotel (HSMA)

See Advertisement, Page 33

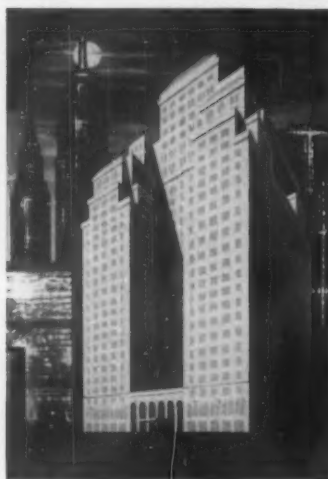
5th Ave. & 58th St. (Phone: Eldorado 5-2600)
Manager: Eugene Voit
Sales Manager: John H. Sienold
Convention Season: All year
Largest Group Accommodated: 300 (250 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.00-18.00; Double: 18.00-26.00; Suites: 28.00-55.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 10 (300)
Group Meal Rates: Breakfast: 3.50; Lunch: 5.00; Dinner: 7.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 7,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight
Stage: Available

Shelton Towers Hotel

525 Lexington Ave. (Phone: Plaza 5-4000)
Manager: Leslie L. Paul
Sales Manager: John Finell
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 20 suites available)
Air Conditioning: All bedrooms
Convention Rates: Single: 6.50-13.00; Double: 9.00-16.00
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 5,358 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool, health club

SHERATON

the proudest name in HOTELS



IN NEW YORK CITY

THE PARK-SHERATON: Midtown Manhattan, overlooking Central Park. Beautiful Grand Ballroom accommodates 900 for meetings and banquets. Many other function rooms accommodating from 25 to 250 persons. Air-conditioned.

1600 rooms from \$8.00

Thomas C. Deveau, General Manager

THE SHERATON-ATLANTIC: (Formerly the Sheraton-McAlpin) 34th Street & Broadway. Completely modernized. 20 Air-conditioned Banquet and Meeting Rooms accommodating 20 to 500 persons. Radio and TV in every room. 1000 air-conditioned rooms. Write for convention brochure.

L. G. Seible

General Manager

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.

ALBANY
ROCHESTER
BUFFALO
SYRACUSE
BINGHAMTON, N. Y.
MIDWEST
CHICAGO
DETROIT
CLEVELAND

CINCINNATI
ST. LOUIS
OMAHA
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.

CEDAR RAPIDS, Iowa
SOUTH
LOUISVILLE
DALLAS
NEW ORLEANS
MOBILE, Alabama
WEST COAST
SAN FRANCISCO
LOS ANGELES

PASADENA
PORTLAND, Oregon
HAWAII
HONOLULU
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

EXHIBITS SCHEDULE

Complete index to all trade and industrial shows in United States and throughout the world. This is the master reference list used by exhibiting companies, governmental departments and all others interested in where and when what exhibits are scheduled.

Available by subscription only
—\$25 a year.

Order your copy now—
just off press.

EXHIBITS SCHEDULE

1212 Chestnut Street
Philadelphia 7, Pa.

Sheraton-Atlantic (HSMA)

See Advertisement, Page 166

34th & Broadway St. (Phone: PE 6-5700)

Manager: Lawrence Seible

Sales Manager: Stephen Sandstrom

Convention Season: All year

Largest Group Accommodated: 1,500 (800 rooms,

30 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 8.50-14.00; Twin or

Double: 12.00-17.00; Suites: 22.00-38.00, European

No. Mtg. Rms. & Capacity of Largest: 15 (500)

No. Banquet Rms. & Capacity of Largest: 15 (500)

Group Meal Rates: Breakfast: 2.25; Lunch: 3.50;

Dinner: 5.50

Liquor: Served in hotel

Net Exhibit Space: 30,000 sq. ft.

Audio-Visual Aids: PA system, spotlights

Stage: Yes (20'x12')

Statler-Hilton Hotel (HSMA)

See Advertisement, Page 33

7th Ave. & 33rd St. (Phone: Pe 6-5000)

Manager: Thomas F. Troy

Dir. of Sales: Albert G. Cox

Convention Manager: Xavier S. Lividini

Convention Season: All year

Largest Group Accommodated: 2,200 (1,500 rooms

and 75 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: from 8.00; Double: from

11.00; Twins: 15.00-25.00; Suites: 37.00-100.00,

European

No. Mtg. Rms. & Capacity of Largest: 24 (2,000)

No. Banquet Rms. & Capacity of Largest: 24

(1,800)

Group Meal Rates: Breakfast: 3.00; Lunch: 4.00;

Dinner: 6.00

Liquor: Served in hotel

Air Conditioning: Banquet and meeting rooms,

and bedrooms

Charges for Banquet & Mtg. Rms.: Variable

Net Exhibit Space: 50,000 sq. ft.

Audio-Visual Aids: 8mm and 16mm sound projec-

tor, motion picture screens, PA system, spot-

lights

Stage: Available

Sports Facilities: Swimming pool

The Waldorf-Astoria (HSMA)

See Advertisement, Page 33

50th Street & Park Ave. (Phone: Eldorado 5-3000)

Manager: Wallace W. Lee, Jr.

Sales and Convention Manager: R. W. Keitt

The Warwick Hotel

See Advertisement, Page 164

65 W. 54th St. (Phone: Circle 7-2700)

Manager: Erwin H. Schlicht

Director of Sales: Joseph T. Case

Sales Manager: William M. Keenan

Convention Season: All year

Largest Group Accommodated: 500 (250 rooms

available)

Air Conditioning: Entire hotel

Convention Rates: Single: 12.00-20.00; Doubles:

16.00-25.00; Suites: 28.00-50.00, European

No. Mtg. Rms. & Capacity of Largest: 5 (250)

No. Banquet Rms. & Capacity of Largest: 5 (250)

Group Meal Rates: Breakfast: 1.80-2.50; Lunch:

5.00-7.00; Dinner: 5.00-10.00

Liquor: Served in hotel

Charges for Mtg. Rms.: No charge when food

served

Net Exhibit Space: 4,300 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights

Stage: Yes

Hotel Representatives: John A. Tetley Co., Inc.,

Leonard Hicks, Jr. and Associates, Inc., Ruth

Bedrossian (see pg. 29)

NIAGARA FALLS

Railroads: N.Y.C.; L.V.; Erie; N. St. C. & T.

N.J.

Airlines: AAA, AAL, CAP, MOH

CONVENTION BUREAU

Convention & Visitors' Service

Chamber of Commerce Bldg.

William H. Doody, Director

Hotel Niagara (HSMA)

See Advertisement, Page 168

201 First St. (Phone: BUtler 5-9321)

Manager: Harold A. Levin

Sales Manager: William Ratzel

Convention Season: All year

A Declaration of INN-DEPENDENCE



*An alliance of independently-managed hotels
where innkeeping is still in keeping*

The real difference in hotels is in the way people are treated. An independently-managed hotel caters to *individual* requirements. All Distinguished Hotels are dedicated to the conviction that hospitality cannot be mass-produced.

ONE CALL DOES IT ALL!

For complete information about the unique meeting and convention facilities at any Distinguished Hotel, inquire at any of the hotels or service offices listed.

DISTINGUISHED HOTELS NATIONAL CONVENTION NETWORK

NEW YORK Biltmore, Barclay; ATLANTIC CITY Chalfonte-Haddon Hall; PHILADELPHIA Bellevue Stratford; BALTIMORE Lord Baltimore; PITTSBURGH Carlton House; DETROIT Park Shelton; CHICAGO Drake; ST. LOUIS Chase-Park Plaza; DALLAS Adolphus; OKLAHOMA CITY Skirvin; SALT LAKE CITY Utah; SAN FRANCISCO Mark Hopkins; LOS ANGELES Ambassador.

Cooperating with Hotel Corporation of America:
In NEW YORK Roosevelt; BOSTON Somerset & Kenmore; WASHINGTON Mayflower; CHICAGO Edgewater Beach.

Service Offices: Robert F. Warner, Inc. in New York, Boston; Chicago, Washington, Toronto, London; Glen W. Fawcett, Inc. in Dallas, San Diego, Los Angeles, Santa Barbara, San Francisco, Portland, Seattle, Vancouver.

Executive Offices:

17 E. 45th St., New York 17, MUrray Hill 2-4300.

Niagara Falls Convention Headquarters



HOTEL Niagara
Complete Convention Facilities

- Trained Convention Staff
- 5 meeting rooms, air conditioned
- 250 Guest Rooms
- Banquet Service for 500 in Ballroom
- Exhibit Areas • Free Parking

Write today for complete information, packages and brochure.

Write for Complete Information:
WILLIAM KATZEL, DIRECTOR OF SALES
HOTEL NIAGARA
JEFFERSON AVENUE AT FIRST STREET
NIAGARA FALLS, N.Y. • BUTLER 5-9221

In ROCHESTER

YOUR GROUP GETS

Service

WHEN YOU MEET AT THE

Manger Hotel
(formerly The Seneca)

Service plus superb meeting-room facilities insure the success of your meeting at The Manger Hotel. Every detail is handled with care, precision and foresight by an experienced, helpful staff. Air-conditioned function rooms (Rochester's largest ballroom) to accommodate up to 1000—with efficient service at every step!

For complete details, contact Paul F. Morris, Mgr., The Manger Hotel, 26 Clinton Ave., South, Rochester, N.Y. Phone: Hamilton 6-7800. Teletype: RO-293

NEW YORK Niagara Falls, N. Y.

Largest Group Accommodated: 450 (220 rooms, 5 suites available)
Air Conditioning: Banquet and meeting rooms, except one
Convention Rates: Single: 7.00-10.00; Double: 10.00-15.00; Suites: 20.00-23.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (550)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: .75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,600 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, all types projectors available on notice, blackboards, easels
Stage: Available
Railroads: N.Y. Cent.; N.Y., N.H. & H. Airlines: EAL, MOH

Treadway Inn

See Advertisement, Pages 30, 31
(Phone: BUTLER 5-2541)
Manager: James G. Healy
Sales Manager: Howard Rieman
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: On request
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound movie projector, 35mm slide projector
Stage: Yes (27'x8')

POUGHKEEPSIE

Airlines: MOH

Nelson House (HSMA)

Mark St. (Phone: Globe 2-1100)
Genl. Manager: H. J. Kowal
Convention Season: All year
President: Walter Averill
Largest Group Accommodated: 350 (150 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, many bedrooms
Convention Rates: Single: 6.00-8.00; Double: 11.00-13.00; Suites: 16.00-24.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 6 (325)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors on rental basis, screens, blackboards, IBM lectern

Poughkeepsie Inn (HSMA)

See Advertisement, Page 169

Cannon Street (Phone: Globe 2-2200)
Manager: Stephen H. Anderson
Sales Manager: Ruth Jeanne Uhl
Convention Season: All year
Largest Group Accommodated: 250 (120 room, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-10.00 Double: 8.50-16.00; Suites: 18.00-28.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 5 (165)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.90; Dinner: 3.10
Liquor: Served in hotel
Charges for Mtg. Rms.: None for overnight groups
Net Exhibit Space: 3,600 sq. ft.; 3,000 sq. ft. included in meeting room area
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Available

ROCHESTER

Railroads: N.Y.C.; Erie; B & O.; Penna. Airlines: AAL, CAP, MOH

CONVENTION BUREAU

Rochester Convention & Publicity Bureau, Inc.
Little White House—Washington Square (7)
William H. Gannett, Executive Secretary

Rochester War Memorial

100 Exchange St. (Phone: BAKER 5-7100)
Director: Harold S. Rand
Exhibit Areas: Auditorium, 27,000 sq. ft.; Exhibit Hall, 55,000 sq. ft.
Rental Fees and Services Included in Rent: 15¢ per sq. ft. for exhibit; includes move-in and move-out time and life of show; fork lift and operator furnished. Conventions, \$250. per day. Includes 20 meeting rooms
Floor Load: Unlimited
Ceiling Heights: 16' in Exh. Hall, 46' in Auditorium
PA System: In entire building
Dimensions, Opening to Exhibit Hall: Truck ramp 22' wide; 16' high, rail siding.
Columns, Locations and Dimensions: Exhibit hall columns, 27' x 22' bays
Current and Utilities Available: 100, 220, 440 v. lines; gas; water
Loading Facilities: 3 loading docks plus storage areas
Railroad Sidings: On exhibit floor. Connects to all five railroads
Number of Meeting Rooms and Capacities: 20 meeting rooms, seats 30-150 persons.
Facilities for Food Functions: Catering, banquet up to 1,200
Parking Facilities: 1,400-car underground garage connecting building under construction
Distance from Business District: One block

Manger Hotel (HSMA)

See Advertisement, Page 168

26 Clinton Ave., South (Phone: Hamilton 6-7800)
Manager: Paul F. Morris
Sales Manager: John M. Mahler
Convention Season: All year
Largest Group Accommodated: 600 (325 rooms, 10 suites available)

SHERATON

**THE SHERATON HOTEL
IN ROCHESTER, N.Y.**

Your best address in Rochester. Television and Radio. Family Plan, attractive ballroom, convenient location—many new, spacious suites, off-street parking. Air-conditioned rooms.

150 outside rooms from \$7.85
WILLIAM P. GORMAN
General Manager



the welcome is wonderful at

SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST	
NEW YORK	SPRINGFIELD, Mass.
BOSTON	ALBANY
WASHINGTON	ROCHESTER
PITTSBURGH	BUFFALO
BALTIMORE	SYRACUSE
PHILADELPHIA	BIRMINGHAM, N.Y.
PROVIDENCE	
MIDWEST	
CHICAGO	INDIANAPOLIS
DETROIT	FRENCH LICK, Ind.
CLEVELAND, Ohio	RAND CITY, S. D.
CINCINNATI	SIOUX CITY, Iowa
ST. LOUIS	SIOUX FALLS, S. D.
OMAHA	CEDAR RAPIDS, Iowa
AKRON	
SOUTH	
LOUISVILLE	NEW ORLEANS
DALLAS	MOBILE
WEST COAST	
SAN FRANCISCO	PASADENA
LOS ANGELES	PORTLAND, Oregon
HAWAII	
HONOLULU	
CANADA	
MONTREAL	NIAGARA FALLS, Ont.
TORONTO	HAMILTON, Ont.

Air Conditioning: Banquet rooms, 40 bedrooms
Convention Rates: Single: 7.25 to 11.25; Double: 10.75-15.25; Suites: 22.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (800)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.75; Dinner: 3.75
Liquor: Yes
Charges for Mtg. Rms.: Depends on meal functions involved
Net Exhibit Space: 14,379 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Powers Hotel (HSMA)

34 Main St. West (Phone: LOcust 2-6400; Telefax FPN Powers Hotel)
Manager: Isaac Gordon, Prop.
Sales Manager: Eugene L. Kleehamer
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, 25 bedrooms
Convention Rates: Single: 6.00-9.25; Double: 8.75-15.00; Suites: 18.00-39.00, American
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if headquarters
Net Exhibit Space: 8,000 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

The Sheraton Hotel (HSMA)

See Advertisement, Page 168
 111 East Ave. (Phone: Baker 5-8400)
Manager: William P. Gorman
Sales Manager: William L. Sullivan
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms, 20 suites available)
Air Conditioning: Banquet and meeting rooms, 225 bedrooms
Convention Rates: Single: 7.85-12.50; Double: 10.85-16.85; Suites: 25.00-50.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (800)

No. Banquet Rms. & Capacity of Largest: 10 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention
Charges for Exhibit Areas: Depends on size of exhibits
Net Exhibit Space: 9,110 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf, tennis, bowling, swimming, boating

Treadway Inn

See Advertisement, Pages 30, 31

384 East Ave. (Phone: Baker 5-2060)
Manager: J. Frank Birdsall
Sales Manager: Harold Niles
Convention Season: All year
Largest Group Accommodated: 352 (136 rooms, 5 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 9.20-10.00; Double: 13.20-14.65; Suites: 21.55, European
No. Mtg. Rms. & Capacity of Largest: 4 (175)
No. Banquet Rms. & Capacity of Largest: 2 (140)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,100 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound movie projector, 35mm slide projector, easels
Stage: Yes (portable platform)
Sports Facilities: Golf nearby

RYE

Railroads: N.Y.; N.H. & H.; Rye Main Line

Westchester Country Club (HSMA)

Manager: Martin Barry
Sales Manager: John H. McGuire
Convention Season: All year except July & Aug.
Largest Group Accommodated: 250 (130 rooms, 15 suites available)

Convention Rates: Single: 14.00; Double: 18.00; Suites: 29.00-35.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Group Meal Rates: Breakfast: 2.50; Lunch: 4.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: Blackboards, screens, easels, 16mm and 32mm projectors, PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, baseball, swimming

SARANAC INN

Railroads: N.Y.C.
 Airlines: EAL

Saranac Inn (HSMA)

Saranac Inn Post Office (Phone: Saranac Lake 1800)
Manager: John F. Clifford
Sales Manager: Joseph F. Harron
Convention Season: June 1 to July 15, Aug. 20 to Oct. 1
Largest Group Accommodated: 700 (430 rooms, 20 suites available)
Convention Rates: Single: 17.00-20.00; Double: 34.00-40.00; Suites: Add 20.00 to room rate, American
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 8mm, 35mm & 16mm projectors, screen
Sports Facilities: Golf, fishing, boating, tennis, swimming, water skiing, riding
Hotel Representative: Utell International (see pg. 27)

SARATOGA SPRINGS

Railroads: Del. & Hud.; S. & S.

A Central Meeting Place Between New York And Albany



CANNON STREET
 POUGHKEEPSIE, NEW YORK

- 120 Modern Rooms—All with Television, bath & Shower
- Complete Sales Meeting, Convention & Banquet Facilities
- Home of the Dutchess Room Cocktail Bar & Restaurant
- Just off N.Y. State Thruway Rt 9 Albany Post Road, Taconic Pkwy, Rts 44 & 55
- Near Historic Hyde Park West Point & Vassar College

For Complete Information
 Phone GLoBe 2-2200 or Write

STEPHEN H. ANDERSON
 MANAGER

Convenient and Desirable Location

Foothills of the Adirondacks

Saratoga SPA

GIDEON PUTNAM HOTEL

SARATOGA SPRINGS, NEW YORK

Accessible via New York Thruway to Albany exit #24, Route #9 to Saratoga Springs; or Scotia Exit #26 to Route #50 to Saratoga Springs.

New York Central Lines to Albany, and motor to Saratoga Springs, or D. & H. Railroad direct from New York Grand Central Terminal to Saratoga Springs.

Private Meeting Rooms, accommodating from 30 to 100

Space available from November 15th until April 1st.

American Planned Restaurant, and Cocktail Lounge.

Arrangements can be made for private cocktail parties.

Parking space and garage

For further information and descriptive literature, contact:

Myron H. Woolley,
 Manager

Telephone Saratoga
 Springs 4200

Gideon Putnam Hotel
 Saratoga Springs, N.Y.



The Ideal Site For A Successful Sales Meeting



- 31 Miles from New York City
- 225 acres in Rockland County
- Golf • Tennis • Swimming
- Cocktail lounges • Recreation rooms
- Billiard and Ping Pong rooms
- Spacious conference rooms
- Completely Air Conditioned
- Ideal accommodations for groups from 10 to 1,000 including special committee conference rooms, main ball-room for banquets, and 65 handsomely appointed bedrooms.

Spring Rock COUNTRY CLUB

Spring Valley, N. Y.
 Elmwood 6-3200



NEW YORK

Saratoga Springs continued

Gideon Putnam Hotel

See Advertisement, Page 169
Geyser Park (Phone: 4200)
Manager: Myron H. Woolley
Convention Season: Mid-November to April 1
Largest Group Accommodated: 200 (100 rooms, 12 suites available)
Air Conditioning: Some bedrooms
Convention Rates: Single: 20.50; Double: 35.00; Suites: 55.00
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 5.50
Liquor: Served in hotel
Sports Facilities: Swimming, golf, tennis

SCHROON LAKE

Railroads: D. & H.

Schroon Manor Hotel

(Phone: Schroon Lake 75)
Manager: Joseph Frieber
Convention Season: May 25 until Sept. 27
Largest Group Accommodated: 600 (250 rooms available)
Air Conditioning: Banquet halls and dining room
Convention Rates: 15.00-17.00 per person, American
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 700 sq. ft.
Audio-Visual Aids: PA system, spotlights, 35mm projector
Stage: 2 Available
Sports Facilities: Golf, tennis, boating, swimming, fishing, shuffleboard

SPRING VALLEY

Spring Rock Country Club

See Advertisement, Page 169
Spring Valley (Phone: Elmwood 6-3200)
Manager: Albert T. Brown
Convention Season: All year
Largest Group Accommodated: 120 (62 rooms, 6 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 12.00-15.00; Double: 15.00-20.00; Suites: 25.00-30.00
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 20,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, swimming, tennis

SUFFERN

Transportation: 30 miles from New York City

Motel on the Mountain (HSMA)

(Phone: 5-2500)
Manager: Robert L. Schwartz
Convention Season: All year
Largest Group Accommodated: 200 (97 rooms, 2 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 11.00-12.00; Double: 15.00-20.00; Suites: 30.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Swimming pool, golf, tennis, riding nearby

SYRACUSE

Railroads: N.Y.C.; D.L. & W.
Airlines: AAL, EAL, MOH

CONVENTION BUREAU

Syracuse Convention Bureau
Chamber of Commerce (2)
Fred S. Daiger, Manager

AUDITORIUM

Onondaga County War Memorial

515 Montgomery St. (Phone: GR 4-1213)
Executive Director: W. B. Stark
Exhibit Areas: Lower level, 46,000 sq. ft.; Auditorium, 30,000 sq. ft.
Rental Fees: \$400 per event or 15% of ticket sale, whichever is greater
Ventilation: Air conditioned auditorium
Ceiling Height: Auditorium, 65 ft.; Exhibit Area, 14 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: Doors will take truck
Elevators and Capacities: Two passenger and one freight
Columns: None in Auditorium; 33 ft. apart in Exhibit Area
Utilities: All types of current, steam, water and drainage
Loading Facilities: Forklift trucks, stage door and drive in
Storage Areas: Adjacent to both floors
Meeting Rooms and Capacities: 20, from 10 to 1,000 (one room, 1,000; one, 500; two rooms 200)
Facilities for Food Functions: Two cocktail lounges; facilities for banquets up to 2,500
Distance from Business District: In center of town

DeWitt Hotel

Erie Blvd., East (Phone: GI 6-3300)
Manager: Mark Flaherty
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 7.00-9.50; Double: 11.00-14.50, European

No. Mtg. Rms. & Capacity of Largest: 2 (175)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: From 15.00
Charges for Exhibit Areas: From 25.00
Net Exhibit Space: 1,200 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, blackboard
Sports Facilities: Golf course within two miles

Hotel Onondaga (HSMA)

Jefferson at Warren Sts. (Phone: Ha 2-1221)
Manager: Fred Shamberger
Sales Manager: William A. Barry, Jr.
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms, 12 suites available)
Air Conditioning: No
Convention Rates: Single: 6.00-9.00; Double: 9.50-13.00; Suites: 20.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 8 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.65; Dinner: 3.65
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,160 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed-circuit TV
Stage: Available
Sports Facilities: Golf, tennis, swimming at YMCA, riding

Sheraton-Syracuse Inn

See Advertisement, Page 170

Thompson Rd. & Court St. (Phone: HO 3-6601)
Manager: Frank E. McGinnis
Convention Season: All year
Largest Group Accommodated: 300 (153 rooms, 10 suites available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 8.85-10.90; Double: 12.00-15.00; Suites: 28.00-31.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 3 (125)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 35.00
Charges for Exhibit Areas: 10.00 to 35.00
Net Exhibit Space: 1,000 sq. ft. on one floor, included in meeting space
Sports Facilities: Swimming, shuffleboard, golf course within one mile

Hotel Syracuse (HSMA)

500 S. Warren (Phone: Harrison 2-5121)
General Manager: Jack Wilder
Sales Manager: Ray Ashbaugh
Convention Season: All year
Largest Group Accommodated: 900 (500 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-12.00; Double: 11.00-15.00; Suites: 21.50-43.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 12 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 9,800 sq. ft.
Audio-Visual Aids: PA system, spotlights, movie screens, blackboards, closed-circuit TV
Stage: Available

TROY

Railroads: N.Y.C.; D. & H. B. & H.; T.U.
Airlines: Served through Albany

The Hendrick Hudson Hotel

200 Broadway (Phone: Ashley 2-7000)
Manager: I. Harrison Levy
Convention Season: All year
Largest Group Accommodated: 325 (150 rooms, 10 suites available)
Convention Rates: Single: 6.00-9.50; Double: 8.00-13.00; Suites: 20.00-30.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (650)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary

SHERATON

SYRACUSE INN IN E. SYRACUSE, N.Y.

At Exit 35, New York State Thruway.
A new hotel that features luxuries usually found only in the finest in-town hotels.
Air-conditioning, TV, dining and bar facilities, magnificent indoor heated swimming pool, 200 rooms from \$9.00. Meeting rooms for 10 to 400.



the welcome is wonderful at

SHERATON HOTELS

MARK FLAHERTY
General Manager
Howard 3-6601

Sheraton Hotels in the
U.S.A., Hawaii and Canada

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE

MIDWEST
CHICAGO
DETROIT
CLEVELAND, Ohio
CINCINNATI
ST. LOUIS
OMAHA
ARLINGTON

SOUTH
NEW ORLEANS
MOBILE
SAN FRANCISCO
LOS ANGELES

WEST COAST
PASADENA
PORTLAND, Oregon
HAWAII
HONOLULU
CANADA
MONTREAL
TORONTO

INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa
NIAGARA FALLS, Ont.
HAMMONT, Ont.

Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 50 ft. by 30 ft.

UTICA

Railroads: N.Y.C.; D.L.&W.; N.Y., O. & W.
Airlines: MOH

Hotel Utica (HSMA)

102 Lafayette St. (Phone: RA 4-4111)
Manager: Steen Weindol
Sales Manager: Richard Boehning
Convention Season: All year
Largest Group Accommodated: 600 (350 rooms, 6 suites available)
Air Conditioning: Few bedrooms, 2 banquet and meeting rooms
Convention Rates: Single: \$6.00-8.00; Double: \$8.50-11.50; Suites: 14.00-18.25, European
No. Mtg. Rms. & Capacity of Largest: 12 (750)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.65; Dinner: 2.65
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 90.00, depending on size
Charges for Exhibit Areas: 5.00 to 90.00
Net Exhibit Space: About 4,000 sq. ft., some of which is meeting room space
Audio-Visual Aids: PA system, spotlights, movie screen, projectors on rental basis
Stage: Available

WATERTOWN

Railroads: N.Y.C.
Airlines: EAL, MOH

Hotel Woodruff (HSMA)

49-51 Public Sq. (Phone: SUNset 8-3000)
Manager: J. N. Russell
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 10 suites available)
Air Conditioning: Same bedrooms; 4 banquet halls
Convention Rates: Single: 6.50-12.50; Double: 8.50-12.50; Suites: 15.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (300)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Group Meal Rates: Breakfast: .65; Lunch: 1.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions of 75 or more
Charges for Exhibit Areas: 10.00 up
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, can rent any size projector desired
Stage: Available
Sports Facilities: Golf, swimming, fishing, boating, skiing

WEST POINT

Railroads: N. Y. Cent.; Sty.

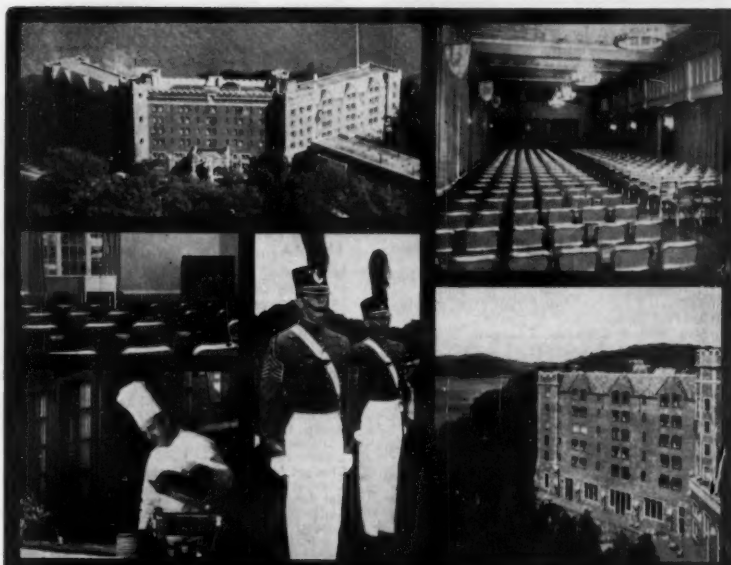
U.S. Hotel Thayer

See Advertisement, Page 171

(Phone: Highland Falls 6-4731)
Manager: John J. Schafer
Convention Season: Any time, except the first week in June and from Dec. 20 to Jan. 2—groups of 10-20 only on week ends
Largest Group Accommodated: 400 (240 rooms, 7 suites available)
Convention Rates: Single: 13.50 up; Double: 23.50; Suites: 20.00-28.00, American
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (325)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Depends on extent of displays and labor involved
Net Exhibit Space: 11,000 sq. ft. on 3 floors
Audio-Visual Aids: PA system, spotlights, 16 mm and 35 mm projectors
Stage: Available
Sports Facilities: Tennis, horseback riding, swimming

WHITE PLAINS

Railroads: N. Y. Cent.
Airlines: MOH, NY Airways 'copter



Looking for a different convention site?

Plan your next meeting at picturesque **West Point** on the grounds of the U. S. Military Academy, 45 miles from New York City. Some of the nation's most prominent firms who are Thayer "regulars" say West Point meetings **accomplish more** in the dignified historic atmosphere. Groups of **10 to 400** find perfect facilities among the Thayer's wide choice of meeting rooms. All standard training aids available. Beautiful guest rooms overlooking the Hudson, new cocktail lounge and outstanding meals will make your next meeting the best ever. Summer and winter sports nearby. No parking problems. Contact **John J. Schafer**, Manager, phone Highland Falls, N. Y., 6-4731.



HOTEL THAYER

WEST POINT, NEW YORK

WHITE PLAINS, N. Y.

THE
Roger Smith
HOTEL

offers an attractive country club setting for Sales Meetings and small Conventions

- at the hub of important Westchester cities
- 11 meeting rooms up to 200 capacity
- 11 banquet rooms up to 175 capacity
- attractive ballroom
- all guest and dining rooms air-conditioned
- noted for excellent food and drinks
- popular Westchester Room
- courteous, trained staff
- complete cooperation on last minute changes

Stanley Livingstone, Mgr.

For information address hotel or Roger Smith Hotels Corp., 106 7th Ave., New York 11

NEW YORK

White Plains continued

Roger Smith Hotel

See Advertisement, Page 171

1 Chester Ave. (Phone: White Plains 9-1000)

Manager: S. Livingstone
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 5 suites available)
Air Conditioning: Bedrooms, meeting and banquet rooms
Convention Rates: Single 7.00-10.00; Double: 10.00-14.00; Suites: 28.00, European
No. Mtg. Rms. & Capacity of Largest: 11 (200)
No. Banquet Rms. & Capacity of Largest: 11 (175)
Liquor: Yes
Charges for Mtg. Rms.: Varies
Charges for Exhibit Areas: Varies
Audio Visual Aids: PA system, spotlights
Stage: Yes (16'x18')
Sport Facilities: Golf, ice skating

NORTH CAROLINA

ASHEVILLE

Railroads: So. Ry.
Airlines: CAP, DAL, PAI

CONVENTION BUREAU

Asheville Convention Bureau
P.O. Box 7497
Charles E. Newcomb, Manager

AUDITORIUM

Municipal Auditorium

Haywood Street (Phone 3-3611)
Manager: Ralph James
Exhibit Areas: Main floor, 9,000 sq. ft.; basement floor, 13,761 sq. ft.
Services included in Rent: PA System main floor, clean-up, maid, porter, lights, stage labor extra
Floor Load: Unlimited
Ventilation: Air-conditioned
Ceiling Height: Main floor, 35 ft.; basement, 9 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 7 ft. x 7 ft.
Columns: Main floor, 6 under balcony
Loading Facilities: Ramp with uplevel set-up
Storage Areas: 800 sq. ft. in basement
Meeting Rooms: 2 (700)
Facilities for Food Functions: Hotel next door
Parking Facilities: 2,000 cars within one block
Distance from Business District: 1 block

Battery Park Hotel (HSMA)

Battle Square (Phone: Alpine 2-8211)
Manager: George L. Chumbley Jr.
Sales Manager: Mrs. Betty Lou Yarbrough
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 5 suites available)
Air Conditioning: 60% of bedrooms, 3 banquet and meeting rooms
Convention Rates: Single: 5.00-10.00; Double: 7.00-14.00; Suites: 20.00-35.00, European plan
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: No
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels, movie screens
Stage: Available
Sports Facilities: Golf, riding, tennis, swimming

George Vanderbilt Hotel (HSMA)

75 Haywood St. (Phone: Alpine 2-7671)
Manager: W. D. Turner
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms, 12 suites available)
Air Conditioning: Entire hotel

Convention Rates: Single: 5.00 to 8.00; Double: 8.00 to 14.00; Suites: 20.00 to 34.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor, part separate area
Audio-Visual Aids: PA system, spotlights, projectors available
Stage: Available

Grove Park Inn—Fairway Motor Lodge (HSMA)

Macon Ave. (Phone: AL 2-2711; TWX: AZ52)
Managing Director: George Stobie
Sales Manager: Ronald T. Larsen
Convention Season: Mid April through Oct.
Largest Group Accommodated: 400 (190 rooms, 8 suites available)
Air Conditioning: Some bedrooms, banquet halls
Convention Rates: Single: 18.00-19.00; Double: 30.00-32.00; Suites: 45.00-75.00, American
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, screens, All size projectors available
Stage: Yes
Sports Facilities: Croquet, horseshoes, golf, tennis, swimming, shuffleboard, archery, riding, billiards, pingpong
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Mayview Manor

Manager: Paul Faber
Sales Manager: Rush Strayer
Convention Season: June-Mid Sept.
Largest Group Accommodated: 250 (120 rooms, 10 suites available)
Convention Rates: Single: 16.00-18.00; Double: 28.00-34.00; Suites: 25.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Liquor: Not served
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes (18'x24)
Sports Facilities: Golf, swimming, tennis, putting green, horseback riding, badminton, ping pong, horseshoes

CHARLOTTE

Railroads: So. Ry., S.A.L., P. & N., Nor. Sou.
Airlines: CAP, DAL, EAL, PAI, SOU

AUDITORIUMS

Charlotte Coliseum

2700 N. Independence Blvd. (Phone: Edison 3-9831)
Manager: Paul Buck
Exhibit Areas and Square Footage of Each: 60,000 sq. ft. Arena, 21,000 sq. ft.; Lobby 3,300 sq. ft.; Concourse, 14,500 sq. ft.; Exhibition Area A, 10,900 sq. ft.; Exhibition Area B, 8,700 sq. ft.
Rental Fees and Services: 500.00 per day. No services or employees included
Floor Load: Unlimited
Ceiling Height: 114 ft.
Dimensions, Opening to Exhibit Hall: 14 ft. high, 70 ft. wide
Columns, Location and Dimensions: Arena floor, none
Current and Utilities Available: 120, 208V, 3 phase, 4 wire electric outlet
Loading Facilities: 14'6" door
Location of Storage Areas: Adjacent to building
Number of Meeting Rooms and Capacities: 10 rooms, including theater for 2,500
Facilities for Food Functions: Catered banquet for 2,000
Parking Facilities: 3,400 cars
Distance from Business District: 3 1/2 miles

Park Center Auditorium

310 N. Cecil St. (Phone: Franklin 6-5743)
Manager: C. Jordan
Exhibit Areas: 25,642 sq. ft. in separate areas including 14,700 sq. ft. in one area.
Rental Fees and Services included in Rent: Local sponsor \$200., out of city sponsor \$275, daily
Ventilation: Air conditioned
PA System: R.C.A.
Ceiling Height: 22'

Columns, Locations and Dimensions: 20' on center separating concourse from main floor
Current and Utilities Available: 110 and 220 AC
Loading Facilities: Same level
Location, Size of Storage Areas: 2 rooms, approximately 16' x 25'
Meeting Rooms and Capacities: One civic room included in exhibit footage
Facilities for Food Functions: Kitchen for caterer, banquet up to 1,500 persons
Parking Facilities: Ample
Distance from Business District: 1 mile

Hotel Wm. R. Barringer

426 N. Tryon St. (Phone: ED 30331)
Manager: Murray Henderson
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 5.50; Double: from 9.00; Suites: from 17.00
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: from 3.00
Liquor: Beer and wine served only
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights

Hotel Charlotte

Cor. Trade & Poplar Sts. (Phone: Edison 2-1121)
Manager: Kenneth B. Cross
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms, 7 suites available)
Air Conditioning: bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.00-11.00; Double: 9.00-14.00; Suites: 17.50-32.50, European
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Beer only
Charges for Mtg. Rms.: No charge for conventions
Charges for Exhibit Areas: 10.00 up
Net Exhibit Space: 6,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens, closed-circuit TV
Stage: Available
Sports Facilities: Golf, ice skating (indoors)

FONTANA DAM

Airlines: Served thru Knoxville

Fontana Village Resort

See Advertisement, Page 173

(Phone: 2105, 2145, 2875)
Manager: Major O. A. Fetch
Sales Manager: Lucile K. Boyden
Convention Season: May-June 15, Sept.-Nov. 1
Largest Group Accommodated: 200 (56 rooms, 300 cottages available)
Convention Rates: Single: 5.00-6.00; Double: 6.00-9.00; Cottages: 9.00-17.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (750)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Group Meal Rates: Breakfast: 1.20; Lunch: 1.50; Dinner: 2.00
Liquor: Served in private convention club room
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,050 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: All types of sport and recreational facilities

GREENSBORO

Railroads: A. & Y.; So. Ry.
Airlines: CAP, EAL, PAI

AUDITORIUM

Greensboro Auditorium-Coliseum

W. Lee St. (Phone: BR 5-8561)
Manager: Robert H. Kani
Exhibit Areas: 55,000 sq. ft. in three rooms
Rental Fees: Upon request
Floor Load: Unlimited
Ventilation: Air-conditioned
Ceiling Height: 65 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 16 ft. by 18 ft.
No. of Elevators and Capacities: None required

Columns, Location and Dimensions: None
 Current and Utilities Available: 110, 220, 440, drains
 Loading Facilities: Yes
 Location, Size of Storage Areas: Lower level, 17,000 sq. ft.
 Number of Meeting Rooms and Capacities: 7 rooms (total capacity 14,000)
 Facilities to Handle Food Functions: Banquet for 2,000
 Parking Facilities: 3,000 paved and lighted spaces
 Distance from Business District: 3 miles

The King Cotton

E. Market & Davis Streets (BR 2-8181)
 Manager: Haywood Duke
 Resident Manager: Rogers Rudd
 Convention Season: All year
 Largest Group Accommodated: 400 (213 rooms, 12 suites available)
 Air Conditioning: Bedrooms, meeting, banquet rooms, except ballroom
 Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 12.00; Suites: 20.00 to 30.00, European
 No. Mtg. Rms. & Capacity of Largest: 6 (400)
 No. Banquet Rms. & Capacity of Largest: 4 (400)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
 Liquor: Not served
 Charges for Mtg. Rms.: 15.00 to 200.00
 Charges for Exhibit Areas: 200.00
 Net Exhibit Space: 4,200 sq. ft. on one floor, included in meeting areas
 Audio-Visual Aids: 16mm projectors, PA system, spotlights
 Stage: Available

O. Henry Hotel

Elm and Bellemead (Phone: BRoadway 2-7171)
 Manager: Nolan B. Williams
 Convention Season: All year
 Largest Group Accommodated: 350 (300 rooms, 4 suites available)
 Air Conditioning: Banquet and meeting rooms, 50% bedrooms
 Convention Rates: Single: 4.00-9.00; Double: 7.00-10.00; Suites: 12.00-15.00, European
 No. Mtg. Rms. & Capacity of Largest: 3 (400)
 No. Banquet Rms. & Capacity of Largest: 3 (350)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00 up; Dinner: 3.50 up
 Liquor: A.B.C. stores
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: Depends on size of convention
 Net Exhibit Space: 1,400 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Available

Sedgefield Inn

(Phone: BR 2-7154)
 Manager: Harold Colvert
 Convention Season: All year
 Largest Group Accommodated: 150 (100 rooms available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 8.00 to 18.00; Double: 12.00 to 20.00; Suites: 18.00 to 20.00
 No. Mtg. Rms. & Capacity of Largest: 5 (400)
 No. Banquet Rms. & Capacity of Largest: 5 (400)
 Group Meal Rates: Breakfast: 2.00; Lunch: 3.00 up; Dinner: 5.00 up
 Liquor: Not served
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Stage: Available
 Sports Facilities: Golf, swimming, horse back riding

HIGH POINT

Railroads: So. Ry.; H. Pt. R. A. & S.; H. Pt. T. & D.
 Airlines: CAP, EAL, PAI

Sheraton Hotel

214 N. Main St. (Phone: 22511)
 Manager: Arthur G. Corpening Jr.
 Sales Manager: Dan Clark
 Convention Season: All year
 Largest Group Accommodated: 300 (200 rooms, 3 suites available)
 Air Conditioning: 50 Bedrooms, banquet halls
 Convention Rates: Single: 4.50 to 8.00; Double: 7.00 to 12.00; Suites: 12.50 to 17.50, European
 No. Mtg. Rms. & Capacity of Largest: 5 (300)
 No. Banquet Rms. & Capacity of Largest: 5 (150)
 Group Meal Rates: Breakfast: .65; Lunch: 1.65; Dinner: 2.50
 Liquor: Not served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 8,000 sq. ft. on two floors, included in meeting areas
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Golf

PINEHURST

Railroads: S.A.L.
 Airlines: PAI

The Carolina

(Phone: Cypress 4-2911)
 Manager: Daniel O. Delany
 Sales Manager: William C. Sledge
 Convention Season: Dec.-Jan.-Feb. (small groups)
 Oct. and May (large groups)
 Largest Group Accommodated: 450 (250 rooms, 6 suites available)
 Convention Rates: Single: 16.00; Double: 28.00; 12.00 for parlor use, American
 No. Mtg. Rms. & Capacity of Largest: 5 (700)
 No. Banquet Rms. & Capacity of Largest: 2 (700)
 Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
 Liquor: Served in hotel via A.B.C. stores
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: Nominal
 Net Exhibit Space: 32,000 sq. ft. on one floor, separate area
 Audio-Visual Aids: PA system, spotlights, 16mm projector
 Stage: Available
 Sports Facilities: Golf, tennis, horseback riding, bowling green, trap shooting, putting greens
 Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

RALEIGH

Railroads: So. Ry.; S.A.L.; No. So.
 Airlines: CAP, EAL, PAI

AUDITORIUM

State Fair Arena

P. O. Box 5545 (Phone: TEmple 2-7549)
 Manager: Dr. J. S. Dorton
 Exhibit Areas: Within arena, 25,000 sq. ft.; additional buildings, 150,000 sq. ft.
 Rental Fees: From \$250 to \$500 per day
 Floor Load: Unlimited
 Sports Facilities: Golf courses nearby

Ventilation: Forced air
 Ceiling Height: 60 ft. minimum
 PA System: Yes
 Dimensions, Opening to Exhibit Hall: 10.5 ft. by 16 ft. to Arena floor; 7 ft. by 9 ft. to lobby display areas
 No. of Elevators and Capacities: one 7 by 9 ft. to lobby display areas
 Columns, Location and Dimensions: None within arena. Several in display areas
 Current and Utilities Available: 600 KWH, 110-220 SP, 220 3-PH
 Loading Facilities: Ramps, fork lift
 Railroad Sidings: Seaboard Airline Rail Road siding across the highway from fair grounds
 Location, Size of Storage Areas: Limited storage areas within Arena; indoor and outdoor facilities adjacent
 Number of Meeting Rooms and Capacities: Lounge, 200; Ten or more rooms for groups of 15 to 40
 Facilities to Handle Food Functions: Can serve 1,500 on Arena floor or 1,000 in industrial building
 Parking Facilities: 10,000
 Distance from Business District: 3 miles

Hotel Sir Walter

400 Fayetteville (Phone: TEmple 2-7711—Teletype RL 5070)
 Manager: Arthur E. Buddenhagen
 Sales Manager: Mrs. Lee Dunnagan
 Convention Season: All year
 Largest Group Accommodated: 400 (225 rooms, 15 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 5.75 to 11.00; Double: 8.50 to 15.00; Suites: 19.00 to 35.00, European
 No. Mtg. Rms. & Capacity of Largest: 7 (450)
 No. Banquet Rms. & Capacity of Largest: 2 (350)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.50
 Liquor: Not served in hotel
 Charges for Mtg. Rms.: None for conventions
 Charges for Exhibit Areas: Nominal fee for commercial exhibits
 Net Exhibit Space: 3,000 sq. ft. not on one floor, included in meeting areas
 Audio-Visual Aids: PA system, spotlights
 Stage: Portable



**Best "time out" spot
in 50 states!**

It takes two things to make a successful convention—play and work. Here at the fabulous Fontana Village Resort, high in the Great Smokies, we've teamed up with Mother Nature to provide the "time out" fun that makes "time on" the job more resultful, more memorable, more profitable. A special color film will be sent at your request. Write for a preview of what we are like.

**FONTANA
VILLAGE**
NORTH CAROLINA

NORTH DAKOTA

continued

SAPPHIRE

Sapphire Valley Inn and Golf Club (HSMA)

(Phone: Cashiers, N. C. 2101)
Manager: M. M. Witherspoon
Convention Season: May, June, Sept., Oct.
Largest Group Accommodated: 125 (70 rooms, 4 suites available)
Convention Rates: 19.00 per person, American
No. Mtg. Rms. & Capacity of Largest: 5 (150)
No. Banquet Rms.: 5
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: Spotlights, 16mm sound projector
Sports Facilities: Golf, tennis, swimming, hiking, riding, fishing
Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

WINSTON-SALEM

Railroads: S. Ry.; N. & W.; W.S.S.B.
Airlines: CAP, EAL, PAI

Carolina Hotel

407 W. 4th St. (Phone: 2-1181)
Manager: R. E. O'Connell
Convention Season: All year
Largest Group Accommodated: 100 rooms and 15 suites available
Convention Rates: Single: 4.00; Double: 5.50; Suites: 15.00
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: .60 to 1.00; Lunch: 1.00 to 2.00; Dinner: 1.50 to 3.50
Liquor: Not served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Net Exhibit Space: 5,000 sq. ft. on one floor
lights, stage
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Robert E. Lee (HSMA)

5th & Cherry Sts. (Phone: Park 2-6161)
Manager: Douglas Boyle
Sales Manager: Ernest J. O'Banion
Convention Season: All year
Largest Group Accommodated: 500 (225 rooms, 5 suites and 8 studio combinations available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00 to 9.00; Double: 8.00 to 13.00; Suites: 27.50-38.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,700 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Yes

NORTH DAKOTA

BISMARCK

Railroads: No. Pac.; Soo Line
Airlines: FAL, NWA

Hotel Patterson

422 Main St. (CA 3-4660)
Manager: Frank Hayes
Convention Season: All year

Largest Group Accommodated: 300 (150 rooms available)
Convention Rates: Single: 3.00; Double: 4.50; Suites: 8.00 to 10.00
No. Mtg. Rms. & Capacity of Largest: 5 (450)
No. Banquet Rms. & Capacity of Largest: 5 (450)
Group Meal Rates: Breakfast: .75; Lunch: 1.25; Dinner: 1.75
Liquor: Served in hotel
Charges for Exhibit Areas: 8.00 to 20.00
Net Exhibit Space: 4,500 sq. ft.
Audio-Visual Aids: PA system
Stage: Available

FARGO

Railroads: Nor. Pac., Great Nor.
Airlines: NOR, NWA

Gardner Hotel

24 Roberts St. (Phone: 2-2556)
Manager: T. L. Powers
Convention Season: All year
Largest Group Accommodated: 340 (125 rooms, 9 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 5.00 to 10.00; Double: 7.50 to 12.00; Suites: 12.00 to 15.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 50.00 if no meals served
Net Exhibit Space: 5,627 sq. ft. on two floors, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, swimming, nearby

Grave Hotel

(Phone: 5-5551)
Manager: B. M. Ness
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms, 10 suites available)
Air Conditioning: 25 bedrooms, all banquet and meeting rooms
Convention Rates: Single: 5.00 to 7.50; Double: 7.50 to 12.00; Suites: 10.00 to 12.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (185)
No. Banquet Rms. & Capacity of Largest: 5 (185)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 35.00
Charges for Exhibit Areas: 10.00 to 35.00
Net Exhibit Space: 2,500 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: 16' x 36'

GRAND FORKS

Railroads: Nor. Pac.; Gt. Nor.
Airlines: NWA, NCA

AUDITORIUM

Grand Forks Armory Auditorium

615 N. First (Phone: 2-3151)

Manager: Ken N. Larson
Exhibit Areas: 26,000 sq. ft.
Rental Fees and Services: From 10.00 to 75.00 per rental period. Rental depreciation after three days 30%. Services include PA systems, stages, piano, chairs (tables when not used for commercial purposes)
Floor Load: Unlimited
P. A. System: Yes
Dimensions, Opening to Exhibit Hall: 16 by 14 ft. — ramp loading
No. of Elevators: One-dock loading
Current and Utilities Available: 110, 220
Loading Facilities: Yes
Location, Size of Storage Areas: Depends on exhibitors
Number of Meeting Rooms and Capacities: 11 rooms—up to 3,000
Facilities to Handle Food Functions: Banquet up to 2,000
Parking Facilities: Yes
Distance from Business District: 3 blocks

Dacotah Hotel

104 N. Third (Phone: 4-5311)
Manager: Keith V. Bacon
Convention Season: All year
Largest Group Accommodated: 150 rooms, 2 suites available
Air Conditioning: Banquet halls
Convention Rates: Double: 7.50-11.00; Suites: 16.00, European
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms.: 2
Liquor: Served in hotel
Charges for Mtg. Rms.: 25.00
Audio-Visual Aids: PA system, spotlights
Stage: Yes

Ryan

23 N. Third (Phone: 4-4221)
Manager: Bill Micklin
Convention Season: All year
Largest Group Accommodated: 150 (110 rooms, 3 suites available)
Air Conditioning: 3 bedrooms, 2 banquet halls
Convention Rates: Single: 6.00-11.50; Double: 7.50-15.00; Suites: 15.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-25.00
Audio-Visual Aids: PA system, Projectors are available
Sports Facilities: Golf, bowling

MINOT

Railroads: G.N.; Soo
Airlines: FAL, NOR

AUDITORIUM

Minot Municipal Auditorium

(Phone: TE 5-2141)
Manager: Charles V. Stenersen
Exhibit Areas: 19,325
Rental Fees and Services Included in Rent: \$75 to \$300
Floor Load: No limit

SHERATON

THE SHERATON HOTEL

IN AKRON, OHIO

Air-conditioned function rooms of all sizes. Ballroom accommodates 800.
FREE PARKING for registered guests.
New Specialty Room featuring Steaks and Chops THE MERRY MAN TAVERN — Complete menus.

Expert Convention Staff
WILLIAM T. BIGLER
General Manager

the welcome is wonderful at

SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST

NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE

MIDWEST

CHICAGO
DETROIT
CLEVELAND, Ohio
CINCINNATI
ST. LOUIS
OMAHA
AKRON

SOUTH

LOUISVILLE
DALLAS
SAN FRANCISCO
LOS ANGELES

HAWAII

HONOLULU
CANADA
NIAGARA FALLS, Ont.
HAMILTON, Ont.



Ventilation: Blower
Ceiling Height: 35'
PA System: Yes
Columns, Locations and Dimensions: None
Current and Utilities Available: 110-220
Meeting Rooms and Capacities: Two; 125 to 175
Facilities for Food Functions: Banquet up to 2,000, outside catering
Parking Facilities: Adjacent
Distance from Business District: Three blocks.

Clarence Parker Hotel

1st St. & 1st Ave., S.E. (Phone: 51-153)
VP & Gen. Mgr.: Ruth Parker Flowers
Convention Season: All year
Largest Group Accommodated: 256 (131 rooms and 3 suites available)
Convention Rates: Single: 4.00 to 6.00; Double: 7.25 to 9.50; Suites: 15.00 to 20.00
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: 5.00 to 35.00
Net Exhibit Space: 4,000 sq. ft. on one floor
Audio-Visual Aids: PA system
Stage: Available

OHIO

AKRON

Railroads: Penn.; B. & O.; Erie; A.C. & Y.; A. & B.B.
Airlines: AAL, CAP, EAL, UAL

Sheraton Hotel (HSMA)

See Advertisement, Page 174

259 S. Main Street (Phone: Jefferson 5-1871—Telegraph AK 99)
Manager: William T. Bigler
Sales Manager: James W. E. Jones
Convention Season: All year
Largest Group Accommodated: 700 (325 rooms, 16 suites available)
Air Conditioning: Bedrooms, banquet and meeting rooms
Convention Rates: Single: 7.50-11.50; Double: 11.50-15.50; Suites: 25.00 to 40.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (800)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Net Exhibit Space: 1,344 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screens
Stage: Available

CINCINNATI

Railroads: B. & O.; C. & O.; C.N.O. & T.P.; N.Y.C.; Erie; L. & N.; N. & W.; Penn.
Airlines: AAL, DAL, LCA, PAL, TWA

CONVENTION BUREAU

Cincinnati Convention & Tourist Bureau
714 Union Central Bldg. (2)
J. S. Turner, Executive Vice President

AUDITORIUMS

Cincinnati Gardens, Inc.

2250 Seymour Ave. (Phone: Redwood 1-8300)
Manager: Alex Sinclair
Exhibit Areas: Two buildings, 30,000 sq. ft. and 40,000 sq. ft.
Rental Fees: Depends on time of year
Floor Load: 1,500 lbs. per sq. ft.
Ceiling Height: One building 72', other building 24'
PA System: Yes
Dimensions: Opening to Exhibit Hall: 14 ft.
Current and Utilities Available: All
Columns, Location and Dimensions: None
Railroad Sidings: Nearby
Size of Storage Areas: 9,000 sq. ft.
Number of Meeting Rooms: Several small rooms, 1 large room
Parking Facilities: For 2,200 cars
Distance from Business District: 8 miles

Cincinnati Music Hall

1243 Elm St. (CHerry 1-3086)
Manager: Chas. W. Bauer, Jr.

Exhibit Areas: South Hall, 22,500 sq. ft.; North Hall, 22,500 sq. ft.; Ballroom, 22,500 sq. ft.; Foyer, 6,000 sq. ft. (buildings separate but interconnected)
Services Included in Rental: Heat, general lighting, water, cleaning
Floor Load: South and North Halls, unlimited; other areas, 150 lbs. per sq. ft. or more
Ventilation: Forced draught and air conditioning
Ceiling Heights: South Hall, 19 ft.; North Hall, 40 ft.; Foyer, 40 ft.
PA System: Available
Dimensions: Opening to Exhibit Hall: Accommodates largest trailers
Elevators and Capacities: One to Ballroom, 6,000 lbs.—9'3"x10"x18'5"
Columns: South Hall only, 21 by 17 ins., two rows, 21 ft. longitudinal, 30 ft. lateral
Utilities: Gas, water, steam, sewerage, telephone, 110-220 AC 4-wire, 1- and 3-phase & DC
Loading Facilities: Drive in at street level
Storage Facilities: Ample, adjacent storage to accommodate full exhibit capacities

Meeting Rooms and Capacities: North Hall (if not used for exhibits), 5,700; Auditorium, 3,718; Ballroom, 2,000; 12 small rooms, 300 total
Facilities for Food Functions: Bars, restaurants, any size banquet (1,900 in one room; 5,500 in three)
Parking Facilities: 500-car municipal lot across street, plus private lots for 1,000 cars
Distance from Business District: Seven blocks

Netherland-Hilton (HSMA)

See Advertisement, Page 33

Fifth & Race Sts. (Phone: MA 1-3800—Telegraph CI 244)
Gen. Manager: Louis E. Del Come
Sales Manager: James D. McDonough
Convention Season: All year
Largest Group Accommodated: 1,200 (550 rooms, 60 suites available)

SHERATON



In Cincinnati: THE SHERATON-GIBSON

IT'S THE LARGEST IN THE CITY . . . the most popular . . . the friendliest! 1000 rooms all with TV and radio, 950 air-conditioned. 24 function rooms serving from 10 to 1700 and up to 1000 for banquets — all air-conditioned. Free overnight parking for registered guests.

Ann Kroger

Sales Manager

EAST NEW YORK BOSTON WASHINGTON PITTSBURGH BALTIMORE PHILADELPHIA PROVIDENCE SPRINGFIELD, Mass.	MIDWEST CHICAGO DETROIT CLEVELAND	CINCINNATI ST. LOUIS OMAHA AKRON INDIANAPOLIS FRENCH LICK, Ind. RAPID CITY, S. D. SIOUX CITY, Iowa SIOUX FALLS, S. D.	SOUTH CEDAR RAPIDS, Iowa LOUISVILLE DALLAS NEW ORLEANS MOBILE, Alabama WEST COAST SAN FRANCISCO LOS ANGELES	PASADENA PORTLAND, Oregon HAWAII HONOLULU CANADA MONTREAL TORONTO NIAGARA FALLS, Ont. HAMILTON, Ont.
--	---	--	---	---

Meeting in CLEVELAND?

**Fly the
Extra Care Line**



Less time en route... smoother flying and greater on-time dependability... service from most major cities.

For convention and post-convention tour planning, call or write
M. M. Mathews, Mgr.,
Convention Sales, 36 S. Wabash,
Chicago 3, Ill.

in CLEVELAND

**YOUR GROUP
GETS**

Service

**WHEN YOU
MEET AT THE**

Manger Hotel

Service plus superb meeting-room facilities insure the success of your meeting at the Manger Hotel. Every detail is handled with care, precision and foresight by an experienced staff. Air-conditioned function rooms for up to 1,000—with efficient Manger service at every step! **Cleveland's only 100% air-conditioned downtown hotel!**

For details, contact James L. Barber, Mgr. The Manger Hotel, Chester Ave. and East 13th St., Cleveland, O. Phone: Tower 1-2345, Teletype: CV-685

OHIO

Cincinnati continued

Air Conditioning: Most bedrooms, all banquet and meeting rooms
Convention Rates: Single: 7.25-17.25; Double: 12.50-16.00; Suites: from 27.75, European
No. Mtg. Rms. & Capacity of Largest: 20 (1,500)
No. Banquet Rms. & Capacity of Largest: 20 (1,100)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 22,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

Sheraton-Gibson Hotel (HSMA)

See Advertisement, Page 175

421 Walnut St. (Phone: MA 1-6600—Teletype CI 559)
General Manager: John H. Scheibly
Sales Manager: Ann Kroger
Convention Season: All year
Largest Group Accommodated: 1,200 (600 rooms, 25 suites available)
Air Conditioning: 95% of bedrooms, all banquet meeting rooms
Convention Rates: Single: 6.00 up; Double: 9.00 up; Suites: 25.00 up, European
No. Mtg. Rms. & Capacity of Largest: 24 (1,700)
No. Banquet Rms. & Capacity of Largest: 24 (1,000)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 20,000, not all on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis, Closed-circuit TV
Stage: Yes
Sports Facilities: Bowling
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Hotel Sinton

4th & Vine Sts. (Phone: DU 1-1200)
Manager: Arthur A. Denterlein
Sales Manager: Robert H. Bockweg
Convention Season: All year
Largest Group Accommodated: 550 (300 rooms, 25 suites available)
Air Conditioning: 75% Bedrooms, banquet and meeting rooms
Convention Rates: Single: 5.50 to 11.00; Double: 8.50 to 14.00; Suites: 20.00 to 38.50, European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 9,881 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens, blackboards, easels
Stage: Available
Sports Facilities: Bowling

Terrace Hilton Hotel (HSMA)

See Advertisement, Page 33

15 W. Sixth St. (Phone: DU 1-4000; Telegraph CI 384)
Gen. Manager: Louis E. Del Coma
Sales Manager: James D. McDonough
Convention Season: All year
Largest Group Accommodated: 500 (20 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 12.25-18.25; Double: 16.50-22.50; Suites: from 35.00, European
No. Mtg. Rms. & Capacity of Largest: 23 (500)
No. Banquet Rms. & Capacity of Largest: 23 (375)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Ice skating

CLEVELAND

Railroads: B. & O.; Erie; N.Y.C.; Penna.; W. & L.E.; C.V. & N. & S.S.; N.Y.C. & St. L.; R.T. Airlines: AAA, AAL, CAP, EAL, LCA, NWA, TCA, TWA, UAL

CONVENTION BUREAU

Cleveland Convention & Trade Show Bureau, Inc.
511 Terminal Tower (13)
Edward C. Brennan, Executive Vice President

AUDITORIUMS

Cleveland Municipal Auditorium

Lakeside at East 6th St. (MAin 1-8300)

Manager: Paul Hurd
Exhibit Areas: 250,000 sq. ft.
Rental Fees and Services: \$20 per sq. ft.; all house services
Floor Load: Unlimited
Ventilation: Forced and air conditioning
Ceiling Height: 24 ft. under trusses
PA System: Available
Dimensions, Opening to Exhibit Hall: 14½ by 19 ft.
Elevator Capacities: 6,000 lbs.
Columns: In South Hall only
Utilities: AC and DC current; compressed air, hot water, gas
Loading Facilities: Truck ramps leading into building
Storage Areas: Ample
Meeting Rooms and Capacities: Seven rooms with capacities from 150 to 3,000
3700 Euclid Ave. (EN 1-3700)
Facilities for Food Functions: Can handle banquet for 2,500
Parking Facilities: 7,000 cars
Distance from Business District: Eight-minute walk

Cleveland Arena

3700 Euclid Ave. (EN 1-3700)

Manager: James C. Hendy
Exhibit Areas: 20,000 sq. ft.
Rental Fees and Services: Rental depends on event and includes light and heat
Ceiling Height: 70 ft. PA System: Available
Utilities: Every type
Meeting Rooms and Capacities: One, seats 120
Facilities for Food Functions and Banquet Capacity: Can handle banquet of 120
Parking Facilities: Available
Distance from Business District: 1.8 miles

Sheraton Cleveland Hotel (HSMA)

See Advertisement, Page 177

Public Square (Phone: TOWer 1-8000)
Managing Director: Robert F. Brydle
Sales Manager: Ralph G. Moorhouse
Convention Season: All year
Largest Group Accommodated: 1200 (600 rooms, 40 suites available)
Air Conditioning: Bedrooms, all banquet and meeting rooms
Convention Rates: Single: 6.50 to 11.00; Double: 10.50-14.50; Twins: 13.50-20.50; Suites: 34.00 to 60.00, European
No. Mtg. Rms. & Capacity of Largest: 27 (1,700)
No. Banquet Rms. & Capacity of Largest: 27 (1,050)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: Vary
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 42' x 18' x 12'

Manger Hotel (HSMA)

See Advertisement, Page 176

1802 East 13th Street (Phone: TOWer 1-2345; Telegraph: FRM)
Manager: James L. Barber
Sales Manager: Lee Leffon
Convention Season: All year
Largest Group Accommodated: 700 (325 rooms, 40 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00 to 10.00; Double: 9.00-14.50; Suites: 22.00-60.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention
Charges for Exhibit Areas: None for convention
Net Exhibit Space: 7,634 sq. ft. on more than one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available

Pick-Carter

1012 Prospect (Phone: PR 1-7200)
 Manager: Allen James Lowe
 Sales Manager: Andrew T. Ginn
 Convention Season: All year
 Largest Group Accommodated: 1200 (350 rooms, 20 suites available)
 Air Conditioning: Bedrooms, banquet and meeting rooms
 Convention Rates: Single: 6.50-12.00; Double: 9.00-15.00; Suites: 27.50-50.50
 No. Mtg. Rms. & Capacity of Largest: 20 (1,200)
 No. Banquet Rms. & Capacity of Largest: 20 (1,000)
 Group Meal Rates: Breakfast: 2.50; Lunch: 2.75; Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: Varies
 Charges for Exhibit Areas: Varies
 Net Exhibit Space: 8,417 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, screens, blackboards
 Stage: Yes

Statler-Hilton (HSMA)

See Advertisement, Page 33

12th & Euclid (Phone: PProspect 1-6800)
 Manager: Fletcher Brumit
 Sales Manager: Donald M. Woodard
 Convention Season: All year
 Largest Group Accommodated: 1,000 (650 rooms, 25 suites available)
 Air Conditioning: All bedrooms, banquet and meeting rooms
 Convention Rates: Single: 6.50 to 9.00; Double: 12.00-20.00; Suites: 27.00 to 37.00, European
 No. Mtg. Rms. & Capacity of Largest: 22 (1,200)
 No. Banquet Rms. & Capacity of Largest: 22 (1,200)
 Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: Varies
 Net Exhibit Space: 5,540 sq. ft. on one floor, included in meeting areas
 Audio-Visual Aids: PA system, spotlights, blackboards, easels
 Stage: Available

Wade Park Manor

E. 107th & Park Lane (Phone: Cedar 1-3300)
 Manager: Owen C. Obetz
 Convention Season: All year
 Largest Group Accommodated: 350 (225 rooms available)
 Air Conditioning: 5 meeting rooms
 Convention Rates: Single: 7.00 to 12.50; Double: 10.50 to 16.50; Suites: from 17.00
 No. Mtg. Rms. & Capacity of Largest: 5 (400)
 No. Banquet Rms. & Capacity of Largest: 3 (350)
 Group Meal Rates: Breakfast: .75; Lunch: 1.45; Dinner: 3.25
 Liquor: Served in hotel
 Audio-Visual Aids: PA system, spotlights

COLUMBUS

Railroads: B. & O.; C. & O.; N.Y.C.; N. & W.; Penna.
 Airlines: AAL, DAL, EAL, LCA, PAI, TWA, UAL

CONVENTION BUREAU

Columbus Convention Bureau, Inc.
 50 West Broad St. (15)
 Arthur G. Frank, Executive Director

AUDITORIUMS

Franklin County Veterans Memorial

300 West Broad St. (Phone: CA 1-4341)
 Manager: Harry Schreiber
 Exhibit Areas: 45,000 sq. ft.; West Hall, 22,000 sq. ft.; East Hall, 15,000 sq. ft.; South Terrace, 8,000 sq. ft.
 Floor Load: Unlimited Ventilation: Air conditioned
 Ceiling Height: 17 ft. graduated to 8 ft.
 PA System: Yes
 Dimensions, Opening to Exhibit Hall: Two truck doors, 11'x10'
 Columns: 35 ft. by 22 ft. apart
 Utilities: 110, 200 volts, water, gas, drainage
 Loading Facilities: Two loading docks
 Storage Areas: Directly off Exhibition Hall
 Meeting Rooms and Capacities: 7, from 50 to 200; one hall for 750
 Facilities for Food Functions: Catering for 4,000
 Parking Facilities: Lot for 1,200 cars
 Distance from Business District: Three blocks

Ohio State Fair

State Fairgrounds (Phone: AXminster 4-1645)
 Manager: Rowland Bishop

Exhibit Areas and Square Footage of Each: Youth Center, 15,400 sq. ft.; Buckeye Bldg., 75,000 sq. ft. Arts & Crafts, 12,000 sq. ft.
 Floor Load: Will accommodate trucks
 PA System: Additional charge
 No. of Elevators: All one floor buildings
 Columns: None in Youth Center or Arts & Crafts
 Current and Utilities Available: 110, 220V, gas, water
 Loading Facilities: Buckeye Bldg., drive-in doors
 Locations, Size of Storage Areas: Limited within buildings named but plenty in other buildings on grounds
 Railroad Sidings: New York Central, Penna.
 Number of Meeting Rooms and Capacities: Youth Center auditorium for 2,000 plus smaller meeting rooms; Little Theater seats 500
 Facilities for Food Functions: Banquet for 1,800
 Parking Facilities: For 5,000 cars
 Distance from Business District: 3 miles

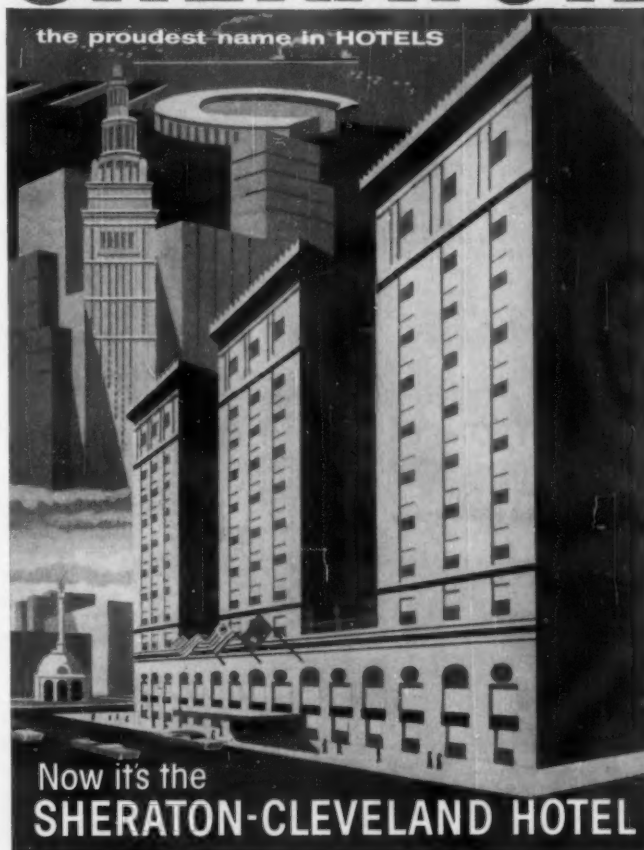
Deshler Hilton Hotel (HSMA)

See Advertisement, Page 33

Broad and High Sts. (Phone: CApiital 4-1221; Telegraph: CL 396)
 Manager: Carl Prather
 Sales Manager: Mark L. Mowrey
 Convention Season: All year
 Largest Group Accommodated: 1,600 (850 rooms, 60 suites available)
 Air Conditioning: 350 bedrooms, banquet and meeting rooms
 Convention Rates: Single: 7.50-14.00; Double: 12.00-15.00; Suites: 15.00-65.00, European
 No. Mtg. Rms. & Capacity of Largest: 20 (1,200)
 No. Banquet Rms. & Capacity of Largest: 23 (1,000)
 Group Meal Rates: Lunch: 2.25; Dinner: 3.25
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None with meals
 Charges for Exhibit Areas: 10% of convention rate

SHERATON

the proudest name in HOTELS



Now it's the SHERATON-CLEVELAND HOTEL

A top-to-lobby modernization has made Cleveland's number one convention address more popular than ever. All dining rooms and parlors have been done over. Two new restaurants have been added. 4 main meeting rooms hold 1,700. Air-conditioned.

Ralph G. Moorhouse, Sales Mgr.

EAST	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
NEW YORK	ROCHESTER	ST. LOUIS	SOUTH	PORTLAND, Oregon
BOSTON	BUFFALO	OMAHA	LOUISVILLE	HAWAII
WASHINGTON	SYRACUSE	AKRON	DALLAS	HONOLULU
PITTSBURGH	BINGHAMTON, N.Y.	INDIANAPOLIS	NEW ORLEANS	CANADA
BALTIMORE	MIDWEST	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	WEST COAST	TORONTO
PROVIDENCE	DETROIT	SIOUX CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
SPRINGFIELD, Mass.	CLEVELAND	SIOUX FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

OHIO

Columbus continued

Net Exhibit Space: 15,000 sq. ft. on more than one floor, additional area
Audio-Visual Aids: PA system, spotlights, movie screens, blackboards, easels, projectors on rental basis.
Stage: Available

Nell House Hotel

41 S. High St. (Phone: CA 1-5221)
Manager: J. R. Penabaker
Sales Manager: Robert E. Wendelken
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms, 30 suites available)
Air Conditioning: 250 Bedrooms, banquet and meeting rooms
Convention Rates: Single: 5.50 to 10.00; Double: 9.00 to 18.00; Suites: 15.50 to 54.00
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 9 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention
Charges for Exhibit Areas: Vary
Net Exhibit Space: 12,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: 41 ft. by 24 ft.

Pick-Fort Hayes (HSMA)

31 W. Spring St. (Phone: CA 4-8211)
Manager: Thomas S. Walker
Sales Manager: Ruth Griffin
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms, all bedrooms
Convention Rates: Single: 7.00-12.50; Double: 11.00-13.00; Suites: 19.00-75.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 9 (300)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-75.00
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes (24'x6')

DAYTON

Railroads: N.Y.C.; Erie; B. & O.; Penn.
Airlines: AAL, DAL, LGA, TWA, UAL

The Dayton Biltmore Hotel Hilton (HSMA)

210 N. Main Street (Phone: BA 3-2161)
Manager: Frank W. Teich
Sales Manager: Harry W. Hull
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 to 15.00; Double: 10.00 to 18.50; Suites: 16.00, 29.50, 41.50, European
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Various
Charges for Exhibit Areas: Various
Net Exhibit Space: 25,000 sq. ft. on two levels in hotel annex
Audio-Visual Aids: PA system, spotlights, screens, blackboard, easels, projectors
Stage: Yes (12'x32')
Sports Facilities: Golfing, swimming

Van Cleve Hotel

36 West First Street (Phone BA 8-6131)
Manager: Claude J. Cannon
Sales Manager: Buel J. Cannon
Convention Season: All year
Largest Group Accommodated: 400 (237 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00-10.00; Double: 9.50-18.00; Suites: 19.00 to 46.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (350)
No. Banquet Rms. & Capacity of Largest: 9 (275)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.00; Dinner: 3.00

Liquor: Served in hotel—except Sunday
Charges for Mtg. Rms.: 7.50 up
Charges for Exhibit Areas: 7.50 up
Net Exhibit Space: 2,322 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

MANSFIELD

Railroads: B. & O.; Erie; Penna.
Airlines: LCA

Mansfield-Leland Hotel (HSMA)

27 Park Avenue West (Phone Lafayette 2-5111)
Manager: Joseph G. Wright
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 25 suites available)
Air Conditioning: 50 bedrooms, banquet and meeting rooms
Convention Rates: Single: 6.00 to 9.00; Double: 8.50 to 12.00; Suites: 16.00 to 30.50, European
No. Mtg. Rms. & Capacity of Largest: 11 (300)
No. Banquet Rms. & Capacity of Largest: 11 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,200 sq. ft. on more than one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, bathing, fishing, boating

TOLEDO

Railroads: Ann Ar.; C. & O.; D. & T.S.L.; L.S. El.; Penna.; Web.; W. & L.E.; B. & O.; D.T. & I.; N.Y.C.; N.Y.C. & St. L.; T.T.; T. & E.
Airlines: CAP, DAL, EAL, LCA, TWA, UAL

CONVENTION BUREAU

Toledo Convention & Visitors Bureau
218 Huron St. (4)
Harlin L. Walter, Manager

AUDITORIUM

Sports Arena

1 Main St. (OX 1-2403)
Manager: Andrew Mulligan
Exhibit Areas: 20,000 sq. ft. Main Arena; 30,000 sq. ft. adjoining Convention Hall.
Floor Load: Unlimited
Ceiling Height: 45 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: 14 ft. by 14 ft.
Columns: None
Loading Facilities: Trucks can drive in
Storage Areas: In concourse
Meeting Rooms: 1 (750) can be divided into 3 smaller rooms
Facilities for Food Function and Banquet
Capacity: Caterer can serve 2,000
Parking Facilities: 1,500 cars
Distance from Business District: Half mile

Commodore Perry Hotel (HSMA)

Superior & Jefferson Sts. (Phone CHerry 4-2841; Telegraph: TO 644)
Manager: John D. Sabrey
Sales Manager: John P. Martin
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 30 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-11.50; Double: 9.00-14.50; Suites: 20.00-46.50, European
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.75; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: 30.00-175.00
Net Exhibit Space: 10,487 sq. ft. on more than one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

Hillcrest Hotel

241 16th Street (Phone CH 3-4261)
Gen. Manager: Edward D. Ramage

Resident Manager: Clifford D. Reulein
Convention Season: All year
Largest Group Accommodated: 200
Air Conditioning: 125 bedrooms, banquet halls
Convention Rates: Single: 8.00; Double: 11.00; Suites: 10.00 to 20.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (150)
No. Banquet Rms. & Capacity of Largest: 7 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None when food is served
Charges for Exhibit Areas: 10.00 to 100.00 per day
Net Exhibit Space: 3,700 sq. ft., not on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available

Secor Hotel (HSMA)

Jefferson and Superior (Phone: CH 4-5501)
Manager: Raymond Mougey
Sales Manager: John P. Martin
Convention Season: All year
Largest Group Accommodated: 250 (170 rooms, 9 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 8.00; Double: 9.00 up; Suites: from 17.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (650)
No. Banquet Rms. & Capacity of Largest: 8 (650)
Group Meal Rates: Breakfast: 1.80; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None if meals are served
Charges for Exhibit Areas: 20.00-125.00
Net Exhibit Space: 8,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screens, blackboards
Stage: Available
Sports Facilities: Bowling

YOUNGSTOWN

Railroads: B. & O.; Erie; L.E. & E.; N.Y.C.; Penna.; P. & L.E.; Y. & N.; Y. & S.
Airlines: CAP, LCA, UAL

Hotel Pick-Ohio

Hazel & Boardman St. (Phone: Riverside 4-1131)
Manager: Roger Jacobson
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms, 6 suites available)
Air Conditioning: Banquet and meeting rooms, 120 bedrooms
Convention Rates: Single: 6.50-8.50; Double: 8.00-10.00; Suites: 19.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Net Exhibit Space: 9,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, film projectors on rental basis
Stage: Available
Sports Facilities: Golf, boating, fishing, tennis

OKLAHOMA

OKLAHOMA CITY

Railroads: Santa Fe; C.R.I. & P.; OK. C.A.A.; M.K. & T.; Frisco Sys.
Airlines: AAL, BNF, CAL, CEN, TWA

CONVENTION BUREAU

Convention Bureau
Theatus Greeson, Manager

AUDITORIUM

Municipal Auditorium

201 N. Dewey (CE 2-4118)
Manager: Dee Fuller
Exhibit Areas: Zebra Room, 38,000 sq. ft.; Main Auditorium, 14,000 sq. ft.; Mirror Room, 5,000 sq. ft.
Rental Fees and Services: Rentals include heat, light and cleaning
Ventilation: Air conditioning
Ceiling Height: Main Aud., 40 ft.; Mirror Room, 23 ft.; Zebra Room, 14 to 16 ft.; PA System: in all halls

Dimensions, Opening to Exhibit Hall: 10 ft. 4 in. by 18 ft.
Elevators: One elevator
Columns: None in Auditorium and Mirror Room; behind drapes in Zebra Room
Utilities: 110-220 volt AC current
Loading Facilities: Trucks drive into Zebra Room
Storage Areas: 450 sq. ft., plus unused rooms
Meeting Rooms and Capacities: 10 meeting rooms from 25-400
Facilities for Food Function and Banquet Capacity: Can handle banquet to 3,500
Parking Facilities: Seven parking lots within half block
Distance from Business District: In downtown district

Huckins Drive-in Hotel

Main at Broadway (Phone: Forest 5-4341)
Manager: Paul Huckins
Convention Season: All year
Largest Group Accommodated: (175 rooms, 9 suites available)
Air Conditioning: All bedrooms, 6 banquet halls
Convention Rates: Single: 5.00 to 10.00; Double: 6.50 to 11.50; Suites: 15.00 to 17.50. Children free. European
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 3.50
Liquor: Not served
Charges for Mtg. Rms.: No charge if food is served
Charges for Exhibit Areas: Vary
Net Exhibit Space: 5,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available

Oklahoma Biltmore Hotel

228 West Grand (Phone: Central 5-6767; Teletype: OC 544)
Manager: Paul J. Saunders
Sales Manager: Vern Schlect
Convention Season: All year
Largest Group Accommodated: 900 (500 rooms, 42 suites available)
Air Conditioning: 75% bedrooms, banquet and meeting rooms
Convention Rates: Single: 5.50-8.75; Double: 7.50-11.25; Suites: 18.00-52.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 14 (658)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.85
Liquor: Not served in hotel
Charges for Mtg. Rms.: None for conventions over 100
Charges for Exhibit Areas: 10% gross booth rental
Net Exhibit Space: 80,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen, blackboards, tape recorder, record player
Stage: 36 ft. wide, 17 ft. deep

The Skirvin Hotels (HSMA)

See Advertisement, Page 179

Park Avenue at Broadway (Phone: Central 2-4411; Telegraph: OC 532)
Manager: Dan W. James
Convention Season: All year
Largest Group Accommodated: 700 (250 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50 to 9.50; Double: 9.50 to 18.00; Suites: 20.00 to 60.00. European
No. Mtg. Rms. & Capacity of Largest: 16 (1,200)
No. Banquet Rms. & Capacity of Largest: 16 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.85; Dinner: 2.75
Liquor: Cocktails
Charges for Mtg. Rms.: Various
Charges for Exhibit Areas: Various
Net Exhibit Space: 9,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 8mm, 16mm and 35mm projectors, screens, blackboards, closed-circuit TV
Stage: Available

TULSA

Railroads: M.K. & T.; A.T. & S. Fe.; M.V.; Frisco Sys.; T.S.U.
Airlines: AAL, BNF, CAL, CEN, TWA

CONVENTION BUREAU

Convention & Visitors Department
 616 S. Boston Ave. (19)
 J.P. Arwood, Manager

Alvin Plaza Hotel

7th & Main Sts. (Phone: Gibson 7-7181 Telegraph: FSN)
Manager: Max T. Simms
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms, 9 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 5.50-7.00; Double: 7.00-9.00; Suites: 12.50-17.00 from May to October.
Single: 4.75-7.00; **Double:** 6.00-9.00; **Suites:** 11.75-17.00 from November to May. European
No. Mtg. Rms. & Capacity of Largest: 15 (350)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.00 (50 or more)
Liquor: Yes
Charges for Mtg. Rms.: 7.50 min.; 50.00 max.
Charges for Exhibit Areas: Same as meeting rooms
Net Exhibit Space: Included in meeting rooms
Audio-Visual Aids: PA system, spotlights
Stage: Yes (8x16 portable)
Sports Facilities: Bowling, swimming, golf, tennis

The Mayo Hotel (HSMA)

5th & Cheyenne (Phone: 3-2141)
Manager: Frank R. Bentley
Convention Season: All year
Largest Group Accommodated: 625 (300 rooms and 15 suites available)
Convention Rates: Single: from 8.00; Double: from 10.00; Suites: 25.00 to 75.00
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.75
Liquor: May be purchased from liquor store in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,250 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, tennis, horse-back riding

Meeting Plans MADE A BIT EASIER

with
this complete
"FACTS FILE"



Yes, this handy file folder contains complete information for detailed advance planning . . . dimensioned floor plans of the many beautiful Skirvin catering rooms, suggested display and table arrangements, colorful descriptive folders on accommodations, a listing of pertinent facilities, along with any special information you may desire. The only thing we can't put in this folder is the Skirvin's far-flung reputation for a "personal touch" that assures you of a tremendously successful gathering.

Write for your "Facts File" today.

THE

Skirvin HOTELS

DAN W. JAMES, President and General Manager
 Broadway at Park Ave., Oklahoma City, Central 2-4411

OKLAHOMA Tulsa continued

Hotel Tulsa (HSMA)

125 E. Third St. (Phone: CH 2-4301)
Manager: Hollis H. Hodges
Sales Manager: A. F. Vandemars
Convention: All year
Largest Group Accommodated: 300 (300 rooms, 12 suites available)
Air Conditioning: Bedrooms, banquet & meeting rooms
Convention Rates: Single: 6.00-10.00; Double: 8.00-12.50; Suites: 12.00-35.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (400)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served
Charges for Exhibit Areas: 50.00 and 75.00
Net Exhibit Space: 6,830 sq. ft. on one floor and 6,600 sq. ft. in lower lobby
Audio-Visual Aids: PA system, spotlights, screen
Stage: Oval (24'x15')

WAGONER

Railroads: K. O. & G.; M. K. T.; M. P.

Western Hills Lodge

Box 276 (Phone: TAhlequah 1290; Telegraph: TAhlequah, Oklahoma)
Manager: Arthur J. Newman
Sales Manager: George Overton
Convention Season: All year—no weekends during June, July and August
Largest Group Accommodated: 450 (180 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-12.00; Double: 12.00-14.50; Sources: 21.50-30.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 8 (850)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.95; Dinner: 2.75
Liquor: Not served in hotel
Charges for Mtg. Rms.: Various
Charges for Exhibit Areas: Various
Net Exhibit Space: 11,800 sq. ft., on more than one floor
Audio-Visual Aids: PA system, 16mm projector, screen
Stage: Available
Sports Facilities: Swimming, horseback riding, fishing, boating, skiing, shuffleboard, badminton, ping pong tables, putting green, golf course nearby
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

OREGON

EUGENE

Railroad: So. Pac.
Airlines: UAL, WCA

AUDITORIUMS

Agricultural Pavilion, Auditorium, Pioneer Hall & Cow Palace

796 West 13th Ave., Fairgrounds (Phone: DI 4-0021)
Manager: Ernest McCulloch
Exhibit Areas: 55,168 sq. ft. total, Auditorium, 12,358 sq. ft.; Pioneer Building, 5,760 sq. ft.; Agricultural Bldg., 13,350 sq. ft.; Cow Palace, 23,700 sq. ft.
Rental Fees: Pioneer Bldg., 75.00 per day; Auditorium, 100.00 per day; Agricultural Bldg., 125.00 per day; Cow Palace, 250.00 per day. Rent includes set up of chairs, tables, etc., and cleanup
Opening to Exhibit Halls: Four to each building
Current and Utilities Available: 110 and 220
Loading Facilities: No limit
Storage: No limit
Number of Meeting Rooms and Capacities: 10 rooms up to 5,000
Facilities to Handle Food Functions: Banquet for 2,000

Parking Facilities: Four acres of blacktop
Distance from Business District: 5 blocks

McArthur Court

University of Oregon (Phone: Diamond 2-1411, ext. 281)
Manager: Leo A. Harris, Norv Ritchey
Exhibit Areas: 22,000 sq. ft. total, 16,350 sq. ft. in main arena. Remainder in surrounding hallway which is suitable for displays and exhibits
Rental Fees: \$275 per day or 12% of gross, whichever is greater. Includes lights, water, heat
Ventilation: New forced air
Ceiling Height: 75 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 5 openings, 20 ft. wide
Columns: None
Current and Utilities Available: Can meet all requirements
Loading Facilities: Trucks from street only—ramps
Locations, Size of Storage Areas: 9 20 by 30 ft. rooms in basement
Number of Meeting Rooms: Can be arranged in nearby University buildings
Parking Facilities: 500 to 1,000 off-street parking
Distance from Business District: 9 blocks

Eugene Hotel

222 E. Broadway (Phone: DI 414-61; FBB (Deskfax): TWX: EG 105)
Manager: Paul L. Lansdowne
Convention Season: All year
Largest Group Accommodated: 348 (164 rooms, 24 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 12.50; Suites: 15.00 to 35.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 3.00 per front foot including booths
Net Exhibit Space: 10,000 sq. ft., (4,500 on one floor). Space is included in meeting room space
Audio-Visual Aids: PA system, spotlights, 35mm slide projector, 16mm sound movie projector, easels, blackboards
Stage: Yes
Sports Facilities: Skiing, boating, fishing, swimming

PORTLAND

Railroads: Nor. Pac.; So. Pac.; S.P. & S.; Gr. Nor.; P.T.; U.P.; O.E.
Airlines: BNF, NWA, PAA, PAL, UAL, WCA, WAL

CONVENTION BUREAU

Portland Convention Bureau
1020 S.W. Front Ave. (4)
V. A. McNeil, Manager

AUDITORIUM

Memorial Coliseum

See Advertisement, Page 181

(Opens Fall 1960)
440 N. Broadway (temp. office) (Phone: AT 8-6131)
Manager: Don Jewell
Exhibit Areas and Square Footage of Each: Exhibit Hall, 52,600 sq. ft.; Arena floor, 27,300 sq. ft.; Arena concourse, 18,000 sq. ft.; Assembly Room, 6,550 sq. ft.
Floor Load: Unlimited. Ventilation: Air-conditioned
Ceiling Height: Exhibit Hall, 15'; Arena, 85'
PA System: Yes
Dimensions, Opening to Exhibit Hall: 18' x 14'
No. of Elevators & Capacities: 1 (9,000 lbs.)
Columns, Location and Dimensions: 30' on center in Exhibit Hall
Current and Utilities Available: 122, 208V
Loading Facilities: Overhead doors into all areas; Also dock unloading
Storage Areas: 20,000 sq. ft.
Number of Meeting Rooms and Capacities: 8 (1,200)
Facilities for Food Functions: Banquet for 3,000
Parking Facilities: For 2,500 cars
Distance from Business District: Five minutes

Benson Hotel (HSMA)

309 S. W. Broadway (Phone: Ca 8-9611)
Manager: Sam Standard
Sales Manager: Ralph Van Noy
Convention Season: All year

Largest Group Accommodated: 400 (150 rooms, 26 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 7.50-10.00; Double: 10.50-16.00; Suites: 30.00-40.00, European
No. Mtg. Rms. & Capacity of Largest: 11 (750)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 20.00 up
Charges for Exhibit Areas: 15.00 up
Net Exhibit Space: 6,000 sq. ft., not on one floor
Audio-Visual Aids: PA system, spotlights. Projectors can be rented
Stage: Yes (10 ft. deep x 36 ft. long)

Hotel Multnomah (HSMA)

See Advertisement, Page 182

319 S. W. Pine Street (Phone: CApitol 8-7441)
Gen. Manager: C. R. Lindquist
Sales Manager: John J. Parker
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 12 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 7.00-15.00; Double: 9.50 to 19.50; Suites: 20.00-50.00
No. Mtg. Rms. & Capacity of Largest: 14 (900)
No. Banquet Rms. & Capacity of Largest: 14 (800)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 50.00
Charges for Exhibit Areas: 30.00 to 150.00
Net Exhibit Space: 6,500 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, easels, screens
Stage: Available

Sheraton-Portland Hotel (HSMA)

See Advertisement, Page 183

Lloyd Center
Manager: James R. Gaughenbaugh
Sales Manager: John H. Moore
Convention Season: All year

Meeting in PORTLAND ?

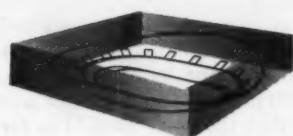
Fly the Extra Care Line



Less time en route... smoother flying and greater on-time dependability... service from most major cities.

For convention and post-convention tour planning, call or write
M. M. Mathews, Mgr.,
Convention Sales, 36 S. Wabash,
Chicago 3, Ill.

*NEWEST
and
LARGEST
in the
NORTHWEST*



MEMORIAL COLISEUM

Portland's new \$8,000,000 center for Conventions, Expositions, Meetings, Banquets, Sports and Stage Attractions. 5 minutes from city center. **OPENING** in November, 1960. Now booking 1961 attractions.

SEATING CAPACITY up to 14,000 for sports events; 10,500 for ice shows; 12,000 for conventions or stage attractions; 2,000 for banquets.

MAIN ARENA is 247' x 120', completely air conditioned, unlimited floor load, 80' ceiling, portable stage, team and star-type dressing rooms.

MEETING ROOMS (8) accommodating 120 to 1,200 persons.

EXHIBIT HALL with 53,000 sq. feet adjoins main arena. 15' ceiling, unlimited floor load, 18' doorway, air conditioned, wired for TV.

TRANSPORTATION and PARKING. Close to hotels, freeways, Union Depot. Served by city bus lines. Parking for 2,500 cars on the grounds with additional parking for 1,500 nearby.

You will enjoy
PORTLAND
Year-round vacationland

For full details, contact
DON JEWELL, Manager
*Memorial Coliseum
Portland 17, Oregon
Phone ATLantic 8-6131*





MEETING, ANYONE?

Convention bound? Western Hotel hospitality awaits in Portland. At the Multnomah, you'll find every single detail to your convention's liking. Deluxe accommodations for all delegates, perfect meeting rooms serve up to 900 persons, bountiful parking, movie and sound systems, every facility makes it ideal. The Grand Ball Room (above), for example, provides a stage, dance floor, ample space for up to 500 persons.



The Empire Room, one of many, allows room selection singly or in combination for the smallest committee group or the largest, 500 persons, gathering.

One reason the Multnomah is known as Portland's "convention hotel", the Grand Ball Room, serving up to 900 persons, has hosted organizations of regional and national scope.

The Marine Room is popular for its decor and size, comfortably providing space for 175 persons for meeting or 125 for banquet.

	Meeting	Banquet
Grand Ball Room (combined with) Emerald and Colonial Room	500	350
Colonial Room	900	600
Colonial Room	175	125
Emerald Room	150	100
Rose Bowl	800	600
Marine Room	175	125
Cameo Room	75	60
Empire Room	500	350
Junior Ball Room	200	150

PLUS 5 other rooms, each accommodating 30 to 125 persons

Write today for complete convention information, pictures and brochure.

MULTNOMAH Western HOTEL

S. W. 4th & Pine Street—Portland, Oregon

National Sales Office, 37 South Wabash Avenue, Chicago

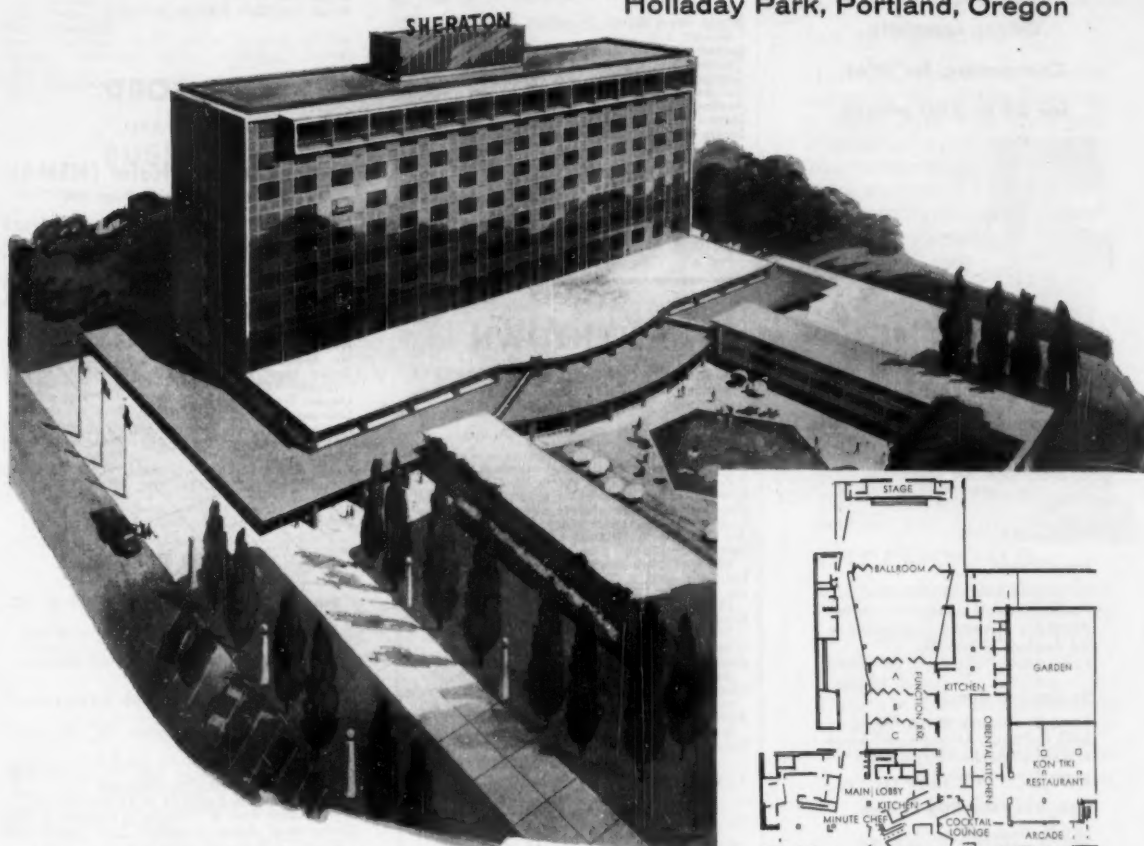


When in **SEATTLE** . . . meeting and conventioning is best at the famed *Olympic Western Hotel*—convention headquarters in the Queen City.

SHERATON

-PORTLAND HOTEL

Holladay Park, Portland, Oregon

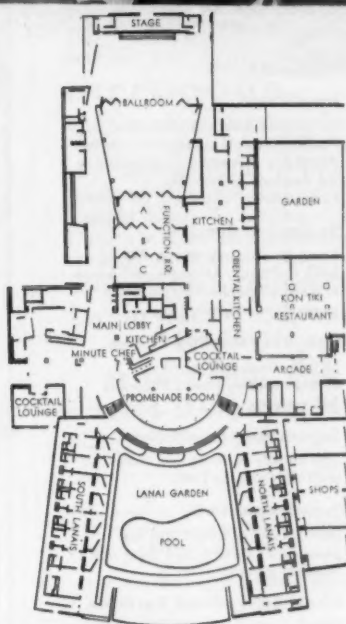


Here's a brand-new luxury hotel that combines indoor-outdoor living with these ideal convention facilities:

	Banquet Capacity	Meeting Capacity
Grand Ballroom	850	1,200
Function Room "A"	100	150
Function Room "B"	100	150
Function Room "C"	100	150
Combination of Grand Ballroom and 3 function rooms	1,150	1,650

Other features: Eight "Hospitality" rooms each seating about 25 for banquets, 40 for meetings; TV and air-conditioning; free parking.

JOHN H. MOORE, Sales Mgr.



SHERATON HOTELS

the proudest name in

COAST TO COAST IN THE U. S. A., IN HAWAII AND CANADA

EAST
NEW YORK
Park-Sheraton
Sheraton-East
(the Ambassador)
Sheraton-Atlantic
Sheraton-Russell
BOSTON
Sheraton-Plaza
WASHINGTON
Sheraton-Carlton
Sheraton-Park
PITTSBURGH
Penn-Sheraton

BALTIMORE
Sheraton-Belvedere
PHILADELPHIA
Sheraton Hotel
PROVIDENCE
Sheraton-Biltmore
SPRINGFIELD, Mass.
Sheraton-Kimball
ALBANY
Sheraton-Ten Eyck
ROCHESTER
Sheraton Hotel
BUFFALO
Sheraton Hotel

SYRACUSE
Sheraton-Syracuse Inn
BINGHAMTON, N. Y.
Sheraton Inn
MIDWEST
CHICAGO
Sheraton-Blackstone
Sheraton Towers
DETROIT
Sheraton-Cadillac
CLEVELAND
Sheraton-Cleveland

CINCINNATI
Sheraton-Gibson
ST. LOUIS
Sheraton-Jefferson
OMAHA
Sheraton-Fontenelle
AKRON
Sheraton Hotel
INDIANAPOLIS
Sheraton-Lincoln
FRENCH LICK, Ind.
French Lick-Sheraton

RAPID CITY, S. D.
Sheraton-Johnson
SIOUX CITY, Iowa
Sheraton-Martin
Sheraton-Warrior
SIOUX FALLS, S. D.
Sheraton-Carpenter
Sheraton-Cataract
CEDAR RAPIDS, Iowa
Sheraton-Montrose
SOUTH
LOUISVILLE
Sheraton Hotel
The Watterson

DALLAS
Sheraton-Dallas
NEW ORLEANS
Sheraton-Charles
MOBILE, Alabama
The Battle House

WEST COAST
SAN FRANCISCO
Sheraton-Palace
LOS ANGELES
Sheraton-West
(formerly the
Sheraton-Town House) Surfrider

PASADENA
Huntington-Sheraton
PORTLAND, Oregon
SheratonPortlandHotel

HAWAII
HONOLULU
Royal Hawaiian
Princess Kaiulani
Moana
Sheraton-Connaught

CANADA
MONTREAL
Sheraton-Mt. Royal
The Laurentien
TORONTO
King Edward Sheraton
NIAGARA FALLS, Ont.
Sheraton-Brock
HAMILTON, Ont.
Sheraton-Connaught

**The Largest and Finest
Resort Hotel in
Western Pennsylvania**

Bedford Springs

HOTEL

BEDFORD, PENNSYLVANIA

Offers complete

**Convention facilities
for 25 to 550 people**



Ideal Location

3000 acre estate in western Pennsylvania... high in the colorful Allegheny Mountains... adjacent to the Bedford exit of the Pennsylvania Turnpike.

So Easy to Reach

Come by car, bus, plane, PRR or B&O railroads. Arrangements made to meet all public transportation at nearby terminals.

Delightful Meeting Rooms

16 fully equipped rooms accommodating from 25 to 550 persons.

Superb Accommodations

250 smartly redecorated rooms... each with private bath.

Experienced Staff

During 1957 our staff had the pleasure of serving 355 state and national groups.

Finest Recreational Facilities

Championship 18 hole golf course, tennis, horseback riding, swimming in indoor pool and Red Oaks Lake and, of course, complete bar and beverage service facilities.

Special Convention Rates

Extended to groups throughout our season—April 15th—November 15th.

Your inquiry will receive immediate attention. Wire, call or write...

E. Harris Knight, Sales Manager
Phone: Bedford 500

OREGON

Portland continued

Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 8.85-18.00; Double: 12.85-24.85; Suite: 24.00-38.00
No. Mtg. Rms. & Capacity of Largest: 12 (1,650)
No. Banquet Rms. & Capacity of Largest: 12 (1,150)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None with convention
Charges for Exhibit Areas: 400.00 per day
Net Exhibit Space: 8,280 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes (11'x30')
Sports Facilities: Golf, ice skating

PENNSYLVANIA

ALLENTOWN

Railroads: L.V.; J.C.; L. & N.E.; Reading
Airlines: EAL, TWA, UAL

Americus Hotel (HSMA)

4th & Hamilton Sts. (Phone: Hamlock 46101)
V.P. & Gen. Manager: Harry W. Clark
Sales Manager: P. Joseph Fitzgerald
Convention Season: All year
Largest Group Accommodated: 450
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 6.00 to 7.00; Double: 8.00 to 12.00; Suites: 12.00 to 25.00
No. Mtg. Rms. & Capacity of Largest: 15 (600)
No. Banquet Rms. & Capacity of Largest: 15 (375)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None for convention delegates
Charges for Exhibit Areas: None for convention delegates
Audio-Visual Aids: PA system, spotlights, platform, screen
Sports Facilities: Golf

ALTOONA

Railroads: Penna.
Airlines: AAA

Hotel Penn Alto (HSMA)

13th Ave. & 12th St. (Phone: Windsor 3-6171)
Manager: Herbert A. Hanson
Convention Season: All year

Largest Group Accommodated: 500 (250 rooms, 4 suites available)
Air Conditioning: Meeting and banquet rooms, 60 bedrooms
Convention Rates: Single: 4.50-8.75; Double: 7.00-13.00; Suites: 18.00-21.50, European
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 12 (400)
Group Meal Rates: Breakfast: 1.45; Lunch: 1.70; Dinner: 2.10
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,110 sq. ft. on one floor, separate area
Audio-Visual Aids: Two screens—52" x 70" each, PA system, spotlights, blackboards, easels
Stage: Yes (21'x14')
Sports Facilities: Golf, swimming.

BEDFORD

Railroads: Penna.; H. & B.T.M.

Bedford Springs Hotel (HSMA)

See Advertisement, Page 184

(Phone: Bedford 500)
Manager: L. Gardner Moore
Sales Manager: Harris Knight
Convention Season: April 15 to Nov. 15
Largest Group Accommodated: 500 (240 rooms, 12 suites available)
Air Conditioning: 50 bedrooms, 4 banquet halls
Convention Rates: Single: 17.00 to 19.00; Double: 15.00 to 17.00; Suites: 20.00 to 27.00, American
No. Mtg. Rms. & Capacity of Largest: 14 (450)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, three 16mm projectors, 2 x 2, 2 1/4 x 4 slide projectors
Stage: Available
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

BETHLEHEM

Railroads: L.V.; P.B. & N.E.; Reading; J.C.; L. & N.E.
Airlines: EAL, TWA, UAL

Hotel Bethlehem (HSMA)

427-447 Main St.
Manager: Norman J. Canfield
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 3 suites available)
Air Conditioning: Bedrooms and 3 meeting rooms
Convention Rates: Single: 6.00-7.00; Double: 9.00-11.00; Suites: 13.50-21.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.10; Lunch: 1.50; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 18,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screen, 16mm projector
Stage: Available

The Lawrence

ERIE, PENNSYLVANIA

By the Shores of Lake Erie... 400 Luxurious Guest Rooms... TV... Redecorated Executive Suites... One Minute to Railroad Station... Five Minutes to Airport... Free Parking... Excellent Accommodations for Conventions and Sales Meetings, from 10 to 600... Large Exhibit Area... Unexcelled Recreational Facilities... Distinguished Cuisine and Service.



Call Manager Collect—
GLendale 6-8871

BUCK HILL FALLS

Railroads: Del., Lackawanna & West.

The Inn (HSMA)

See Advertisement, Page 185

(Phone: Cresco, LYndhurst 5-7441)
 Manager: Clifford R. Gillam
 Sales Manager: Loreita E. Ziegler
 Convention Season: From late Oct. to mid-June
 Largest Group Accommodated: 450 (300 rooms available)
 No. Mtg. Rms. & Capacity of Largest: 6 (900)
 No. Banquet Rms. & Capacity of Largest: 2 (425)
 Audio-Visual Aids: PA system, spotlights, 35mm and 16mm projectors, slide projectors on one floor
 Audio-Visual Aids: Blackboard, easel, movie stage
 Stage: Available
 Sports Facilities: Golf, tennis, bowling on the green, horseback riding, swimming, fishing, skating, skiing
 Hotel Representative: Utell International (see p. 29)

BUSHKILL

Railroads: D.L. & W.

Bushkill Falls House

(LU 8-6634)
 Manager: Frank L. Pipher
 Reservation Manager: Joseph E. Boyle
 Convention Season: May, June, September
 Largest Group Accommodated: 200 (100 rooms available)
 Air Conditioning: Banquet halls
 Convention Rates: 9.00 to 15.00 per person, American
 No. Mtg. Rms. & Capacity of Largest: 2 (300)
 No. Banquet Rms. & Capacity of Largest: 1 (250)
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Audio-Visual Aids: PA system, spotlight, 8mm and 16mm projectors
 Stage: Available
 Sports Facilities: Swimming pool, private lake, tennis, softball, handball, shuffleboard, quoits, croquet, ping pong, badminton, putting golf, basketball, archery, volleyball, horseback riding, golf

ERIE

Railroads: B. & L.E.; N.Y.C.; N.Y.C. & St. L.; Penna.
 Airlines: AAA, CAP, LCA, MOH

Lawrence Hotel (HSMA)

See Advertisement, Page 184

10th & Peach Sts. (Phone: Glendale 6-8871)
 Manager: Robert A. Summers
 Sales Manager: Luella Pearson
 Convention Season: All year
 Largest Group Accommodated: 450 (200 rooms and 6 suites available)
 Convention Rates: Single: 6.25-8.80; Double: 9.50-14.00; Suites: 30.00-40.00, European
 No. Mtg. Rms. & Capacity of Largest: 6 (500)
 No. Banquet Rms. & Capacity of Largest: 4 (400)
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: from 3.25
 Charges for Mtg. Rms.: None for conventions

Charges for Exhibit Areas: 5.00 per 10 ft. space
 Audio-Visual Aids: PA system
 Stage: 10 ft. by 32 ft.
 Sports Facilities: Swimming, boating, fishing, bowling
 Liquor: Served in hotel

HARRISBURG

Railroads: Penna.; Reading
 Airlines: AAA, CAP, TWA

Penn Harris Hotel (HSMA)

Third and Walnut Streets (Phone: Cedar 8-7211)
 Managing Director: Mark W. Sweger
 Sales Manager: Benj. J. Keil
 Convention Season: All year
 Largest Group Accommodated: 400 (400 rooms, 9 suites available)
 Air Conditioning: Banquet and meeting rooms, some bedrooms
 Convention Rates: Single: 6.50 to 11.50; Double: 9.00 to 17.00; Suites: 28.00 to 37.50, European
 No. Mtg. Rms. & Capacity of Largest: 6 (400)
 No. Banquet Rms. & Capacity of Largest: 6 (240)
 Group Meal Rates: Breakfast: 2.00; Lunch: 2.25; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 10.00 to 100.00
 Charges for Exhibit Areas: 10.00 to 100.00
 Net Exhibit Space: 3,600 sq. ft. on one floor, included in meeting areas
 Audio-Visual Aids: PA system, spotlights, screens, blackboards
 Stage: Available
 Sports Facilities: Golf nearby

HERSHEY

Railroads: Reading

Hotel Hershey (HSMA)

See Advertisement, Page 185
 (Phone: KEystone 3-2171)

Glad to GREET you

- With complete facilities that assure a successful carefree meeting
- With hotel or private cottage accommodations, fine food, interesting sports facilities, etc.
- With personalized attention to good service and come-back-again hospitality
- 90 miles from Phila. & N. Y. C.

For information call our offices in:
 N. Y.—LO 5-1115 • Phila.—KI 6-1937
 or write: EDWARD C. JENKINS

THE **SKYLINE INN** and Cottages
 MOUNT POCONO, PENNSYLVANIA
 at the Top of the Poconos



Attraction..

but no distraction

Quiet, charming 6,000-acre estate in the scenic Poconos. 3 hours from New York and Philadelphia. A perfect setting for meetings, conferences, sales outings. An outstanding opportunity to combine business with pleasant relaxation.

Check these advantages

INDOORS

Fine accommodations for 400 • 840 seat Auditorium with Stage • Completely Equipped Meeting Rooms accommodating from 10 to 300 • 3,000 Volume Reference Library • Play Room, Television, Radio and Dancing • Stenographic Services and Teletype.

OUTDOORS

27-hole championship Golf Course • 20 miles of Riding and Hiking Trails • Swimming in Olympic-size pool • Tennis Club—8 Teniko Clay Courts • Two Lawn Bowling Greens • Winter Sports—Skiing, Skating, Tobogganing.

EASY TO REACH BY CAR, TRAIN, PLANE OR BUS

RESERVATIONS NOW
 BEING MADE FOR 1959
 TO 1964.

For information write or call
 Howard F. Dugan, Inc.
 National Sales Representatives
 230 Park Avenue, New York 17
 MUrray Hill 4-0004

or
 Loreita B. Ziegler, Convention Manager

Clifford R. Gillam, General Manager

MEET WITH DISTINCTION—WITHOUT DISTRACTION

for your comfort

for your leisure

- easy accessibility
- 12 conference rooms—12-350 persons
- superb food from our own farms
- modern facilities—old world service
- 4 golf courses
- tennis—riding
- private swimming pool
- pro hockey—ice shows—theatre parties

Hotel Hershey
 HERSHEY, PENNSYLVANIA

"Open Year 'Round"

Reservations
 Write: Room S

Robert P. Cournoyer
 Managing Director



PENNSYLVANIA

Hershey continued

Manager: Robert Cournoyer
Convention Season: All year
Largest Group Accommodated: 250 (120 rooms, 8 suites available)
Air Conditioning: 80% of bedrooms, banquet and meeting rooms
Convention Rates: Single: 9.00-14.00; Double: 17.00-24.00; Suites: 32.00-52.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (250)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: a la carte; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 and up
Net Exhibit Space: 1,377 sq. ft.
Audio-Visual Aids: Spotlights, PA system available
Sports Facilities: Golf, tennis, riding, swimming, croquet, lawn bowling, putting green, horse shoes, pool, ping pong, shuffleboard

JOHNSTOWN

Railroads: B. & O.; Penna.
Airlines: AAA

Hotel Fort Stanwix

331 Main (Phone: 41-271)
Manager: W. E. La Brack
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 4 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 9.00; Double: 8.50 to 12.00; Suites: 11.00 to 14.00
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 to 25.00
Charges for Exhibit Areas: 7.50 to 25.00
Net Exhibit Space: 3,000 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, bowling, fishing

LANCASTER

Railroads: Penna.; Reading
Airlines: AAA, EAL

Hotel Brunswick (HSMA)

N. Queen & Chestnut Sts. (Phone: EX 7-6201, Teletype: LN 88)
Managing Director: Paul L. H. Heine
Sales Manager: Mildred Kaetz
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single: 5.00-7.00; Double: 9.00-9.50; Twin: 8.50-14.00, European

No. Mtg. Rms. & Capacity of Largest: 6 (525)
No. Banquet Rms. & Capacity of Largest: 4 (525)
Group Meal Rates: Breakfast: 1.30; Lunch: 1.75; Dinner: 2.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: 5.00 to 75.00 except when food and liquor is served
Charges for Exhibit Areas: 5.00-75.00
Net Exhibit Space: 5,772 sq. ft.—all but 588 sq. ft. on one floor
Audio-Visual Aids: Blackboard, easel, movie screen, PA system, spotlights
Stage: Yes (10'x40')
Sports Facilities: Most sports available locally.

MEADVILLE

Treadway David Mead

See Advertisement, Pages 30, 31

455 Chestnut (Phone: 41-201)
Manager: Parry Benton
Convention Season: All year
Largest Group Accommodated: 170 (67 rooms, 9 suites available)
Air Conditioning: Banquet halls, 10 bedrooms
Convention Rates: Single: 5.00-6.00; Double: 9.00-11.00; Twins: 12.00-15.00; Suites: 18.00-20.00, European, American plan on request
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,500 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm sound projector, 35mm slide projector
Sports Facilities: Golf, water sports in season

MOUNTAINHOME

Railroads: D.L. & W.

Onawa Lodge

(Phone: Cresco LY 5-7421)
Manager: H. Irwin Shinnen
Convention Season: Oct. to June, except holiday week ends
Largest Group Accommodated: 150 (100 rooms available)
Convention Rates: Single: 9.00 to 15.00; Double: 17.00 to 28.00, American
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector, slideomatic viewer, rostrum
Stage: Available
Sports Facilities: Tennis, swimming, shuffleboard, table tennis, volleyball, softball, horseback riding, golf nearby, skiing, ice skating, tobogganing

MOUNT POCONO

Railroads: D.L. & W.

High Point Inn

Belmont Avenue
Manager: George Colovos
Convention Season: All year except July and Aug.
Largest Group Accommodated: 145 (80 rooms, 2 suites available)
Convention Rates: Single: 15.00-18.00; Double: 25.00-30.00; Suites: 35.00-37.50, American
No. Mtg. Rms. & Capacity of Largest: 5 (150)
No. Banquet Rms. & Capacity of Largest: 6 (150)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,025 sq. ft.
Audio-Visual Aids: 16mm projector, PA system, spotlights, can rent any other equipment needed
Stage: Yes (portable)
Sports Facilities: Indoor and outdoor swimming pools, game rooms, baseball, volleyball, golf nearby, horseback riding.

Mount Airy Lodge (HSMA)

Manager: J. C. Martens

Sales Manager: George Trippi
Convention Season: October to May
Largest Group Accommodated: 250 (130 rooms, 22 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 16.00; Double: 29.00; Suites: 35.00
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, blackboards, 16mm projector
Stage: Available
Hotel Representative: Utall International (see pg. 20)

The Skyline Inn (HSMA)

See Advertisement, Page 186

Kaob Drive (Phone: TE 9-3661)
Manager: Edward C. Jenkins
Convention Season: May, June, Aug., Sept., Oct.
Largest Group Accommodated: 150 (75 rooms, 3 suites available)
Convention Rates: Single: 14.00; Double: 20.00 to 26.00; Suites: 30.00, American
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (175)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, easels, 16mm sound projector
Stage: Available
Sports Facilities: Outdoor pool, tennis, pitch 'n putt, croquet, shuffleboard, billiards, volleyball
Hotel Representative: William P. Wolfe Organization (see pg. 29)

PHILADELPHIA

Railroads: Penna.; Read.; B. & O.; P.-R. S. L.
Airlines: AAA, AAL, CAP, DAL, EAL, NAL, NEA, TWA, UAL

CONVENTION BUREAU

Philadelphia Convention & Visitors Bureau
Juniper & Filbert Sts. (7)
J. A. Morrison, Executive Director

AUDITORIUM

Trade and Convention Center

34th St. and Convention Ave (Evergreen 6-9800)
Manager: Santo S. Panetta
Exhibit Areas: South Exhibition Hall, 11,000 sq. ft.; Grand Exhibition Hall, 113,130 sq. ft.; Center Exhibition Hall, 35,800 sq. ft.; Convention Exhibition Hall, 37,000 sq. ft.; Convention Auditorium, 40,000 sq. ft.; Ballroom, 9,000 sq. ft.
Rental Fees: Minimum rental charge and percentage of gate receipts, plus labor charges
Floor Load: Unlimited in all areas except Auditorium & Ballroom; the latter, 300 lbs. per sq. ft.
Ventilation: Air conditioned in Convention, Exhibition Hall, Convention Auditorium, Ballroom and all meeting rooms
Ceiling Height: Varies in each area; maximum 90 ft. PA System: Available
Dimensions, Opening to Exhibit Hall: 12 by 10 ft. 11 truck entrances, varying from 9' x 10' to 20' x 30'
Elevators and Capacities: Two 45-passenger; two 15-passenger, two 21-passenger, two 10-ton freight
Columns: 27 in. sq.; 20 ft. centers
Utilities: 110-220-440 Volt AC single; two and three-phase, 60 cycle; water, gas, steam, air
Loading Facilities: Loading platforms; 22-car railroad siding
Storage Areas: 49,080 sq. ft. under cover
Meeting Rooms and Capacities: 45 rooms, 8 to 1,500 capacities
Facilities for Food Functions: Can handle banquet for 5,000
Parking Facilities: 2,000 cars
Distance from Business District: 10-minute ride

Adelphia Hotel

13th and Chestnut Sts. (Phone: RI 6-3000)
Sales Manager: Adele Downey
Convention Season: All year
Largest Group Accommodated: 500 (275 rooms, 10 suites available)
Air Conditioning: Bedrooms, some banquet rooms
Convention Rates: Single: 6.00-10.00; Double: 10.00-15.00; Suites: 25.00-30.00, European

Glad to GREET you

- With complete facilities that assure a successful carefree meeting
- With hotel or private cottage accommodations, fine food, interesting sports facilities, etc.
- With personalized attention to good service and come-back-again hospitality
- 90 miles from Phila. & N. Y. C.

For information call our offices in:
N. Y.—LO 5-1115 • Phila.—KI 6-1937
or write: EDWARD C. JENKINS

THE **SKYLINE INN** and Cottages
MOUNT POCONO, PENNSYLVANIA
at the Top of the Poconos

No. Mtg. Rms. & Capacity of Largest: 9 (500)
 No. Banquet Rms. & Capacity of Largest: 9 (500)
 Group Meal Rates: Breakfast: 2.50; Lunch: 2.50;
 Dinner: 4.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 10.00 to 300.00 for meet-
 ings, no charge if meals served
 Charges for Exhibit Areas: 10.00-300.00
 Audio-Visual Aids: PA system, spotlights

Bellevue Stratford Hotel (HSMA)

Broad and Walnut Streets (Phone: PE 5-0700;
 Telegraph: P.H. 626)
 Manager: Harvey F. O'Brien
 Director of Sales: Paul G. Foley
 Convention Season: All year
 Largest Group Accommodated: 1,000 (600 rooms,
 35 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 9.00-13.50; Double:
 14.00 to 18.00; Suites: 25.00-55.00. European
 No. Mtg. Rms. & Capacity of Largest: 20 (2,000)
 No. Banquet Rms. & Capacity of Largest: 19
 (1,400)
 Group Meal Rates: Breakfast: 2.50; Lunch: 3.00;
 Dinner: 5.00
 Liquor: Served in hotel
 Net Exhibit Space: 10,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, screen
 Stage: Available

The Benjamin Franklin Hotel (HSMA)

Ninth at Chestnut St. (Phone: WA 2-8600)
 Manager: William G. Chadwick
 Sales Manager: Robert C. Bennett
 Convention Season: All year
 Largest Group Accommodated: 1,600 (850 rooms,
 50 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 7.00-11.00; Double:
 10.00-16.00; Suites: 26.00-70.00
 No. Mtg. Rms. & Capacity of Largest: 18 (1,200)
 No. Banquet Rms. & Capacity of Largest: 18
 (1,200)
 Group Meal Rates: Breakfast: 2.50; Lunch: 2.75;
 Dinner: 4.25
 Liquor: Served in hotel
 Charges for Mtg. Rms.: Variable
 Charges for Exhibit Areas: Variable
 Net Exhibit Space: 6,430 sq. ft. on one floor—
 additional area
 Audio-Visual Aids: PA system, spotlights, 16mm
 sound projector
 Stage: 20 ft. by 30 ft.

Drake Hotel (HSMA)

See Advertisement, Page 187

1512 Spruce St. (Phone: Ki 5-0100)
 Manager: B. B. Leider
 Sales Manager: Michael A. Devitt
 Convention Season: All year
 Largest Group Accommodated: 250 (150 rooms,
 25 suites available)
 Air Conditioning: Some bedrooms, banquet and
 meeting rooms
 Convention Rates: Single: 7.00 to 14.00; Double:
 10.00 to 18.00; Suites: 18.00 to 30.00
 No. Mtg. Rms. & Capacity of Largest: 6 (800)
 No. Banquet Rms. & Capacity of Largest: 6 (425)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.75;
 Dinner: 4.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None if meals served
 Net Exhibit Space: 6,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, easels,
 blackboards, screens
 Stage: Available

Penn Sherwood Hotel (HSMA)

3700 Chestnut St. (Phone: Evergreen 6-9000)
 Manager: Kurt A. Smith

Convention Season: All year
 Largest Group Accommodated: 500 (350 rooms,
 30 suites available)
 Air Conditioning: 180 bedrooms, 14 suites, ban-
 quet and meeting rooms
 Convention Rates: Single: 6.25-10.00; Twins: 10.50-
 14.00; Double: 10.00-14.00; Suites: 15.50 to 32.50.
 European
 No. Mtg. Rms. & Capacity of Largest: 12 (600)
 No. Banquet Rms. & Capacity of Largest: 12 (500)
 Group Meal Rates: Breakfast: 2.50; Lunch: 2.65;
 Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None for convention
 Net Exhibit Space: 7,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, screens

Sheraton Hotel (HSMA)

See Advertisement, Page 187

1725 Pennsylvania Blvd.
 Manager: Joseph M. Curry
 Sales Director: Aien Schnell
 Convention Season: All year
 Largest Group Accommodated: 1,200 (600 rooms,
 50 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 8.50; Double: 13.00;
 Suites: 34.00
 No. Mtg. Rms. & Capacity of Largest: 22 (2,000)
 No. Banquet Rms. & Capacity of Largest: 17
 (1,630)
 Group Meal Rates: Breakfast: 2.50; Lunch: 3.00;
 Dinner: 5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None for conventions or
 day meetings
 Net Exhibit Space: 43,000 sq. ft.
 Audio-Visual Aids: PA system, spotlights, projec-
 tors, screens, blackboards
 Stage: Available

Sylvania Hotel (HSMA)

Locust below Broad Sts. (Phone: PEnnypacker
 5-7200)
 Manager: Fred Lehman
 Sales Manager: Louis J. Slattery
 Convention Season: All year
 Largest Group Accommodated: 500 (400 rooms,
 12 suites available)
 Air Conditioning: Banquet hall and 200 bedrooms
 Convention Rates: Single: 6.50 to 8.50; Double:
 10.00-12.50; Suites: 27.50, European
 No. of Mtg. Rms. & Capacity of Largest: 9 (500)
 No. Banquet Rms.: 9
 Liquor: Served in hotel
 Audio-Visual Aids: PA system, spotlights
 Stage: Yes

Treadway Inn, St. Davids

See Advertisement, Pages 30, 31

Route 30, St. Davids (Phone: Murray 8-5800)
 Manager: Robert J. Pearce
 Sales Manager: William Corr
 Convention Season: All year
 Largest Group Accommodated: 300 (144 rooms, 18
 suites available)
 Air Conditioning: Bedrooms, banquet halls
 Convention Rates: Single: 8.50-12.00; Double: 13.00-
 16.00; Suites: 30.00, American
 No. Mtg. Rms. & Capacity of Largest: 7 (600)
 No. Banquet Rms. & Capacity of Largest: 7 (440)
 Group Meal Rates: Breakfast: 2.25; Lunch: 2.25;
 Dinner: 3.75
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None if food is served
 Net Exhibit Space: 4,500 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights. Projec-
 tors can be rented.
 Stage: Yes (12'x24')
 Sports Facilities: Golf, swimming, shuffleboard,
 ice skating

SHERATON

THE SHERATON HOTEL

NEW IN PHILADELPHIA

1,000 Air-conditioned rooms.
 1,000 Car Garage, private
 entrance to Hotel.
 Ballroom seats 1700 for
 banquets, 2400 for meetings,
 30 meeting and function
 rooms. New Sheraton
 Exhibit Hall accommodates
 135 booths, 19,000 square feet.
 JOSEPH M. CURRY
 General Manager



The welcome is wonderful at

SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST	NEW YORK	SPRINGFIELD, Mass.
BOSTON	ALBANY	
WASHINGTON	ROCHESTER	
PITTSBURGH	BUFFALO	
BALTIMORE	SYRACUSE	
PHILADELPHIA	BINGHAMTON, N. Y.	
PROVIDENCE		
MIDWEST		
CHICAGO	INDIANAPOLIS	
DETROIT	FRENCH LICK, Ind.	
CLEVELAND, Ohio	HARDY CITY, S. D.	
CINCINNATI	SIoux CITY, Iowa	
ST. LOUIS	SIoux FALLS, S. D.	
OMAHA	Cedar RAPIDS, Iowa	
AKRON		
SOUTH		
LOUISVILLE	NEW ORLEANS	
DALLAS	MOBILE	
WEST COAST		
SAN FRANCISCO	PASADENA	
LOS ANGELES	PORTLAND, Oregon	
HAWAII		
HONOLULU		
CANADA		
NIAGARA FALLS, Ont.		
HAMILTON, Ont.		
MONTREAL		
TORONTO		

Meeting in PHILADELPHIA?

Fly the Extra Care Line



Less time en route... smoother
 flying and greater on-time
 dependability... service from
 most major cities.

For convention and post-convention
 tour planning, call or write
 M. M. Mathews, Mgr.,
 Convention Sales, 36 S. Wabash,
 Chicago 3, Ill.



Supremely Suitable for SALES MEETINGS CONVENTIONS • BANQUETS

A distinguished hotel - with
 a distinguished name - in
 the heart of the city
 nearest everything, with
 complete facilities for
 everything.



The DRAKE PHILADELPHIA

- ★ Luxurious Guest Rooms and Executive Suites
- ★ Closed Circuit TV
- ★ Meeting and Functional Rooms for 10 to 850

MICHAEL A. DEVITT, Sales Manager
 1512 SPRUCE STREET • Kingsley 5-0100
 B. B. LEIDER, Managing Director

PENNSYLVANIA Philadelphia continued

The Warwick (HSMA)

17th and Locust (Phone: PE 5-3800; Telegraph: PH 376)

Manager: Paul J. McNamara

Sales Manager: J. Lloyd Larkins

Convention Season: All year

Largest Group Accommodated: 500 (400 rooms,

40 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 10.00 to 14.00; Double:

14.00 to 18.00; Suites: 24.00 to 45.00, European

No. Mtg. Rms. & Capacity of Largest: 10 (500)

No. Banquet Rms. & Capacity of Largest: 10 (500)

Group Meal Rates: Breakfast: 2.50; Lunch: 3.00;

Dinner: 5.00

Liquor: Served in hotel

Charges for Mtg. Rms.: Variable

Net Exhibit Space: Space for ten 6-foot table

top exhibits

Audio-Visual Aids: PA system, spotlights, screens,

essels

Stage: Available

Hotel Representatives: Leonard Hicks, Jr. and

Associates, Inc., Ruth Bedmossian (see pg. 29)

PITTSBURGH

Railroads: B. & O.; Penna.; P. & L.E.; A. & So.

S.; P. & W.V.

Airlines: AAA, AAL, CAP, EAL, LCA, NWA,

TWA, UAL

SHERATON

the proudest name in HOTELS



IN PITTSBURGH — IT'S THE PENN-SHERATON

(FORMERLY THE WILLIAM PENN)

THE HUB OF THE GOLDEN TRIANGLE with the vast new Public Auditorium at its doorstep. A full city block of function space accommodates groups up to 2500. Every convention facility and convenience under one roof, plus an experienced staff to serve you. Sales meetings a specialty.

1600 rooms

C. T. Carey, General Manager

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.

AIBANY
ROCHESTER
BUFFALO
SYRACUSE
BINGHAMTON, N.Y.
MIDWEST
CHICAGO
DETROIT
CLEVELAND

CINCINNATI
ST. LOUIS
OMAHA
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.

CEDAR RAPIDS, Iowa
SOUTH
LOUISVILLE
DALLAS
NEW ORLEANS
MOBILE, Alabama
WEST COAST
SAN FRANCISCO
LOS ANGELES

PASADENA
PORTLAND, Oregon
HAWAII
HONOLULU
CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

CONVENTION BUREAU

Pittsburgh Convention Bureau, Inc.

411 Seventh Ave. (19)

Charles W. Shaffer, Executive Vice President

AUDITORIUM

(under construction)

Bedford Ave. & Center (Phone EXpress 1-0192)

Executive Director: Edward Fraher

Exhibit Areas and Square Footage of Each: 90,000

sq. ft. Area A, 50,000 sq. ft.; Area B, 30,000 sq.

ft.; Area C, 10,000 sq. ft.

Floor Load: 300 lbs. per sq. ft.

Ventilation: Air conditioned

Ceiling Height: Area A, 13' 6"; Area B, 100';

Area C, 28'

Dimensions, Opening to Exhibit Hall: 13' 6" high

by 30' wide

Columns, Location and Dimensions: Vary (ap-

proximately 28' centers)

Current and Utilities Available: 500 KVA 120V

single phase; 250 KVA 208V three phase; 144

KVA 400 amphere 208V three phase; hot and

cold water, floor drains, waste outlets, com-

pressed air, gas and steam

Loading Facilities: Drive-in truck entrance, two

tail gate loading docks

Size of Storage Areas: Limited

Number of Meeting Rooms and Capacities: Two

for 400 each, 2 for 350 each, one for 600; rooms

can be combined for room for 1,200

Facilities for Food Functions: Banquet for 3,000

Parking Facilities: Space for 1,700 cars

Distance from Business District: On edge of dis-

trict

The Carlton House (HSMA)

550 Grant St. (Phone: Grant 1-6060)

Manager: John N. Penn

Sales Manager: Herbert C. Fetzner

Convention Season: All year

Largest Group Accommodated: 200 (100 rooms,

5 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 12.00-16.00; Double:

16.00-20.00; Suites: 32.50 to 75.00, European

No. Mtg. Rms. & Capacity of Largest: 2 (225)

No. Banquet Rms. & Capacity of Largest: 3 (225)

Group Meal Rates: Breakfast: 1.75 to 2.50; Lunch:

3.50 to 5.00; Dinner: 4.50 to 8.50

Liquor: Served in hotel

Charges for Mtg. Rms.: No charge when food

and liquor served

Audio-Visual Aids: PA system, spotlights

Penn Sheraton (HSMA)

See Advertisement, Page 188

Mellon Park Square (Phone: AT 1-7100)

Manager: Charles T. Carey

Sales Manager: James D. Stroup

Convention Season: All year

Largest Group Accommodated: 1,500 (900 rooms

and 35 suites available July and Aug.; 700 rooms

and 35 suites available Sept. to July)

Air Conditioning: 1,000 bedrooms, all banquet

halls

Convention Rates: Single: 8.50 to 11.00; Double:

11.50 to 14.00; Suites: 25.00 to 100.00, European

No. Mtg. Rms. & Capacity of Largest: 25 (1,200)

No. Banquet Rms. & Capacity of Largest: 25 (950)

Group Meal Rates: Breakfast: 2.50; Lunch: 3.50;

Dinner: 4.50

Liquor: Served in hotel

Charges for Mtg. Rms.: None if food is served

Charges for Exhibit Areas: Vary—according to

number of sleeping rooms

Net Exhibit Space: 2,200 sq. ft. on one floor, in-

cluded in meeting areas

Audio-Visual Aids: PA system, spotlights, closed-

circuit TV, screens, blackboards

Stage: Available

Pick Roosevelt Hotel (HSMA)

Penn Ave. and 4th St. (Phone: AT 1-3700)

Manager: E. A. Leach

Sales Manager: Dean A. Phillips

Convention Season: All year

Largest Group Accommodated: 500 (300 rooms,

16 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 7.00-12.50; Double:

11.50-15.50; Suites: 22.00-50.00, European

No. Mtg. Rms. & Capacity of Largest: 9 (500)

No. Banquet Rms. & Capacity of Largest: 9 (450)

Group Meal Rates: Breakfast: 2.25; Lunch: 2.85;

Dinner: 4.00

Liquor: Served in hotel, except Sunday

Charges for Mtg. Rms.: None if food is served

Charges for Exhibit Areas: 10.00 per booth

Net Exhibit Space: Room for 20 6 x 6 ft. booths

on one floor

Audio-Visual Aids: PA system, spotlights

Stage: Available

Sports Facilities: Bowling

Pittsburgh Hilton

See Advertisement, Page 33

Gateway Center (Phone: EXpress 1-4600; Teletype: PG 688)

Manager: A. H. Zuggler

Sales Manager: Herbert S. Loepere

Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms, 100 suites available)

Air Conditioning: Bedrooms, banquet and meeting rooms

Convention Rates: Single: 9.00-15.00; Twins: 15.00-18.00; Suites: 32.00-50.00. European

No. Mtg. Rms. & Capacity of Largest: 12 (2,500)

No. Banquet Rms.: 12

Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.00

Liquor: Served in hotel

Charges for Mtg. Rms.: None if convention is headquartered in hotel. Otherwise 10.00-25.00

Charges for Exhibit Areas: 25.00

Net Exhibit Space: 500 sq. ft.

Audio-Visual Aids: PA system, spotlights, projectors, blackboards, easels

Stage: Several

Sports Facilities: Golf, skiing, swimming, hunting, fishing, boating nearby

Sherwyn Hotel

212 Wood St. (Phone: Co 1-6600)

Manager: Jay White

Sales Manager: Gene Fox

Convention Season: All year

Largest Group Accommodated: 250 (150 rooms, 5 suites available)

Air Conditioning: 30 bedrooms, & banquet rooms

Convention Rates: Single: 6.00 to 10.50; Double: 9.00 to 14.00; Suites: 17.00 to 30.00. European

No. Mtg. Rms. & Capacity of Largest: 10 (500)

No. Banquet Rms. & Capacity of Largest: 10 (400)

Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50

Liquor: Served in hotel

Charges for Mtg. Rms.: 6.00-100.00 if food not served

Charges for Exhibit Areas: 6.00-100.00

Net Exhibit Space: 4,400 sq. ft. separate area

Audio-Visual Aids: PA system, spotlights, screen, easel, blackboards

Stage: Available

Sports Facilities: Bowling alleys in hotel

Hotel Webster Hall (HSMA)

See Advertisement, Page 189

4415 Fifth Avenue (Phone: Mayflower 1-7700) (Telegraph PG 253)

Manager: Henry J. Huemrich

Sales Manager: Florence Rittinger

Convention Season: All year

Largest Group Accommodated: 400 (250 rooms, 20 suites available)

Air Conditioning: All bedrooms, banquet & meeting rooms

Convention Rates: Single: 8.00-12.50; Double: 11.00-16.00; Suites: 20.00-36.00. European

No. Mtg. Rms. & Capacity of Largest: 10 (900)

No. Banquet Rms. & Capacity of Largest: 10 (750)

Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 3.75 up

Liquor: Served in hotel

Charges for Mtg. Rms.: None if food is served

Charges for Exhibit Areas: 15.00 to 275.00

Net Exhibit Space: 15,000 sq. ft., 11,600 on one floor

Audio-Visual Aids: PA system, spotlights, 16mm projector, easels, blackboards, screens

Stage: Yes

Hotel Representative: Utell International (see pg. 29)

POCONO MANOR

Railroads: D. L. & W.

Pocono Manor Inn (HSMA)

See Advertisement, Page 189

(Phone: Mt. Pocono, TE 9-3611)

Gen. Manager: John M. Crandall

Manager: Glen W. Kissel

Sales Manager: Betty J. Evans

Convention Season: All year—except July and August

Largest Group Accommodated: 375 (210 rooms available)

Convention Rates: Single: 20.00; Double: 34.00.

Nov.-April, Single: 19.00; Double: 30.00. American

No. Mtg. Rms. & Capacity of Largest: 10 (375)

No. Banquet Rms. & Capacity of Largest: 3 (500)

Group Meal Rates: Breakfast: 2.38; Lunch: 3.62; Dinner: 4.92 (includes tax and gratuity)

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None

Net Exhibit Space: 2,800 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights, 16mm sound and 2x2 slide projectors, blackboards, easels, lecterns

Stage: Available

Sports Facilities: Golf, horseback riding, tennis, putting course, scheduled trap shooting, swimming, boating, shuffleboard, horseshoes, bowling, ping pong, billiards

Hotel Representative: Leonard Hicks, Jr. and Associates, Inc., Robert F. Warner, Inc. (see pg. 29)

READING

Railroads: Penna.; Read.

Airlines: CAP, EAL, TWA

Abraham Lincoln Hotel (HSMA)

Fifth & Washington Sts. (Phone: FR 4-1121)

Manager: Francis H. Mills

Sales Manager: George Brown

Convention Season: All year

Largest Group Accommodated: 525 (200 rooms, 20 suites available)

Air Conditioning: 150 bedrooms, banquet & meeting rooms

Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 14.00; Suites: 19.00-35.00. European

No. Mtg. Rms. & Capacity of Largest: 5 (1,000)

No. Banquet Rms. & Capacity of Largest: 5 (650)

Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Net Exhibit Space: 19,000 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlight, easels, screens, blackboards

Stage: Main stage, 29' x 15'; Center stage, 19' x 15'

Sports Facilities: Golf, swimming, tennis, riding

SCRANTON

Railroads: J.C. & D. & H.; D.L. & W.; Erie;

& W.V.; N.Y.O. & W.

Airlines: AAA, AAL, EAL, TWA.

Meeting in

PITTSBURGH ?

Fly the

Extra Care Line



Less time en route... smoother flying and greater on-time dependability... service from most major cities.

For convention and post-convention tour planning, call or write
M. M. Mathews, Mgr.,
Convention Sales, 36 S. Wabash,
Chicago 3, Ill.



UNHURRIED, UNHARRIED CONFERENCES



Conferences—large or small—are always more profitable in the relaxed atmosphere of The Manor's 3500 acre mountaintop estate. Our New Terrace Wing offers the finest in modern facilities. New Terrace Ballroom and Auditorium, additional conference rooms, Terrace Cocktail Lounge, complete banquet facilities. New indoor-outdoor Swimming Pool. 18 hole Championship Golf Course. Every sport in season. Finest accommodations, delicious meals.



Write for Conference
Facilities Folder.



POCONO MANOR INN

Pocono Manor, Pa.

Glenn W. Kissel, Manager • Betty J. Evans, Sales Mgr.

John M. Crandall, V. P., Gen. Mgr.

Phone (Mt. Pocono) TErmiNal 9-3611

8 Function Rooms, Seating 25 to 1,000

IN PITTSBURGH

Sales Executives stay at and recommend

HOTEL WEBSTER HALL

Your Gracious Host in Pittsburgh

4415 Fifth Ave., Pittsburgh 13, Pa.

MAYflower 1-7700

Teletype PG 253

150 Car Parking Lot Adjoins Hotel

The Better Place in All

PITTSBURGH for

• SALES MEETINGS

• CONVENTIONS

BANQUETS • SHOWS

600 AIR COND. ROOMS

WITH T.V. & RADIO

8 Air Conditioned Function Rooms

Henry J. Huemrich V.P. & Genl. Mgr.

Florence Rittinger, Sales Mgr.

PENNSYLVANIA
Scranton continued



But our Sales Office is open all year to assist Corporations, Trade Associations and Golfing Groups with meeting and outing plans. Contact Ed Sweet.

Write to P.O. Box 99 or phone Stroudsburg, Pa., Hamilton 1-1500 for full details.

Air Conditioned public space; "Golf Capitol of the East." Two heated outdoor pools; Tennis; Tops in entertainment and food; Harry Obitz, golf professional.



FRED WARING Proprietor
W. S. GARRISON Gen. Mgr.
Shawnee-On-Delaware, Penna.

Hotel Jermyn
322 Spruce Street (Phone: DI-3-1181)
Manager: M. F. Renaud
Convention Season: All year
Largest Group Accommodated: 390 (185 rooms, 3 suites available)
Air Conditioning: Some bedrooms, all banquet halls
Convention Rates: Single: 3.50 to 9.75; Double: 6.50 to 13.50; Suites: 28.00 to 22.00. European
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 3 (650)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.75
Liquor: Served in hotel
Net Exhibit Space: 7,500 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen stage
Stage: Available
Sports Facilities: Golf course and bowling alleys nearby

SHAWNEE-ON-DELAWARE

Railroads: to Stroudsburg, E. Stroudsburg

Shawnee Inn (HSMA)

See Advertisement, Page 190

(Phone: Hamilton 1-1500)
Manager: Weldon S. Garrison
Sales Manager: Edgar A. Sweet
Convention Season: May, June, September and October
Largest Group Accommodated: 232 (114 rooms, 6 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 26.00; Double: 19.00-22.00; Parlor: 30.00 additional. American
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Group Meal Rates: Breakfast: 2.50; Lunch: 4.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,678 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, 35mm slide and 16mm movie projectors
Stage: Available
Sports Facilities: Golf, swimming, tennis, boating, putting
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc., Robert F. Warner, Inc. (see pg. 29)

SKYTOP

Railroads: D. L. & W.
Airlines: served through Scranton

WHY SKYTOP?

For executive meetings and top management groups Skytop Club, in the nearby Pocono Mountains, is the undisputed leader. This scenic 5500-acre estate provides complete isolation and every physical attribute for group meetings—10 to 300.



- ★ Private club atmosphere, distinguished service
- ★ Excellent meeting rooms, equipped with all professional requirements
- ★ Easily accessible (only 100 mi. from N. Y. and Phila.)—Served nationally by leading railroads and 5 airlines

- ★ Outstanding cuisine—private dining rooms
- ★ Superb facilities for relaxation and recreation, including 18 hole championship golf course
- ★ Beautifully appointed accommodations

Write for Conference Booklet and complete details

SKYTOP CLUB Secluded in the Poconos
BOX 30, SKYTOP, PENNA. • Wm. W. Malleon, Jr., Gen. Mgr.

Phone: LYndhurst 5-7401

Skytop Club (HSMA)

See Advertisement, Page 190

(Phone: LYndhurst 5-7401)
Manager: Wm. W. Malleon, Jr.
Resident Manager: D. M. Biles
Convention Season: September through June
Largest Group Accommodated: 300 (190 rooms available)
Convention Rates: May to Oct.—Single: 16.50-21.00; Double: 33.00-39.00; Nov. to May—Single: 16.50-19.50; Double: 32.00-34.00. American
No. Mtg. Rms. & Capacity of Largest: 11 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: Handle small exhibits only, usually in meeting room
Audio-Visual Aids: PA system, spotlights, 35mm, 3 1/2 x 4 1/2, 2 x 2, 16mm projectors, screens, easels, blackboards
Stage: 12 ft. by 20 ft.
Sports Facilities: Golf, riding, fishing, lawn bowling, tennis, putting greens, swimming, shuffleboard, archery, skiing, skating, tobogganing

UNIONTOWN

Railroads: Penna.; B. & O.

Summitt Hotel

(Phone: 88594)
Manager: Don Shoemaker
Convention Season: April 15 to Nov. 15
Largest Group Accommodated: 200 (105 rooms, 2 suites available)
Convention Rates: Single: 14.00-16.00; Double: 22.00-26.00; Suites: 40.00. American
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 7,000 sq. ft. on one floor
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm, slide projectors, screens
Stage: 35 ft. by 12 ft.

WERNERSVILLE

Railroads: Read.

Galen Hall Hotel

(Phone: Sinking Spring Orchard 8-8011)
Manager: Daniel Burack
Sales Manager: Samuel Sopenoff
Convention Season: April 15 to Oct. 30
Largest Group Accommodated: 475 (285 rooms, 12 suites available)
Air Conditioning: 225 bedrooms, banquet rooms
Convention Rates: Single: 18.00 to 20.00; Double: 16.00 to 18.00; Suites: 20.00 to 25.00. July and Aug.—Single: 22.00 to 25.00; Double: 20.00 to 27.50; Suites: 25.00 to 32.50. American
No. Mtg. Rms. & Capacity of Largest: 6 (550)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 4.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Available
Sports Facilities: 18-hole golf course, swimming pool, tennis, handball, game room

WHITE HAVEN

Railroads: L.V.; J.C.

Split Rock Lodge (HSMA)

(Phone: White Haven 4541)
Manager: Wm. D. Herrmann
Sales Manager: C. A. Rhoads
Convention Season: Sept. 16 to June 14
Largest Group Accommodated: 240 (43 rooms & 58 cottages available)
Convention Rates: Single: 15.00 to 18.00; Double: 26.00 to 30.00; Cottages: 28.00 to 54.00. American
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (70)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,400 sq. ft. on one floor
Audio-Visual Aids: 16mm projector, PA system, spotlights
Stage: 10' x 10'
Sports Facilities: Golf—18 miles distant
Hotel Representative: William P. Wolfe Organization (see pg. 29)

WILKES-BARRE

Railroads: J.C.; D. & H.; L.V.; Penna.; L. & W.V.
Airlines: AAA, AAL, EAL, TWA

Sterling Hotel

47 Market Street (Phone: Valley 2-3131)
Manager: Stephen C. Finner
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms available)
Air Conditioning: Banquet and meeting rooms, 10 bedrooms
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 1 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: From 10.00
Audio-Visual Aids: PA system, spotlights

YORK

Railroads: M. & P; Penna.; W.M.

The Yorktown Hotel

Market at Duke Street (Phone: York 82831)
Manager: Charles D. Klingler
Sales Manager: Robert R. Heathcote
Convention Season: All year
Largest Group Accommodated: 700 (325 rooms, 6 suites available)
Air Conditioning: 150 bedrooms, banquet & meeting rooms
Convention Rates: Single: 6.00 to 9.75; Doubles: 8.50 to 14.00; Suites: 27.00 to 40.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (700)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,125 sq. ft.
Audio-Visual Aids: PA System, spotlights, screens
Stage: Yes (12'x24')

RHODE ISLAND

PROVIDENCE

Railroads: N.Y., N.H. & H.
Airlines: AAL, EAL, NAL, NEA, UAL

CONVENTION BUREAU

Greater Providence Chamber of Commerce
John Stimes, Manager

Crown Hotel (HSMA)

See Advertisement, Page 191

208 Weybosset St. (Phone: De 1-8200)
Manager: George J. Sanker
Sales Manager: James D. McAndrews
Convention Season: All year
Largest Group Accommodated: 375 (150 rooms, 5 suites available)
Air Conditioning: 50% bedrooms and all banquet halls

Convention Rates: Single: 4.50-6.00; Double: 8.00-10.00; Suites: 25.00-35.00, A complimentary suite with block of 30 room reservations, European

No. Mtg. Rms. & Capacity of Largest: 10 (350)
No. Banquet Rms. & Capacity of Largest: 10 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 7.50 up
Charges for Exhibit Areas: 7.50 up
Net Exhibit Space: 8,000 sq. ft. on more than one floor
Audio-Visual Aids: PA system, spotlights, blackboards, screens, 16mm projector
Stage: Yes (9'x40')
Sports Facilities: Golf, bowling, horseback riding, swimming—all within 10 minutes

Sheraton-Biltmore Hotel (HSMA)

See Advertisement, Page 191

11 Dorrance Street (Phone: Gaspee 1-9200)
Manager: George Thomas Cullen
Sales Manager: James J. O'Halloran
Convention Season: All year
Largest Group Accommodated: 1,000 (460 rooms, 10 suites available)
Air Conditioning: 8 banquet and meeting rooms, 50% of bedrooms
Convention Rates: Single: 6.85-12.50; Double: 10.85-16.50; Triple: 13.85; Suites: 25.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (800)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 6,500 sq. ft. on one floor, included in meeting areas
Audio-Visual Aids: PA System, spotlights, blackboards, screens, easels
Stage: Available
Sports Facilities: 5 golf courses within 5 miles

SOUTH CAROLINA

CHARLESTON

Railroads: A.C.L.; So. Ry.; S.A.L.
Airlines: DAL, EAL, NAL

Hotel Fort Sumter

Manager: Van A. Bealer
Resident Manager: E. G. Braun
Convention Season: All year except Mar. 10 to April 15
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50-9.00; Double: 9.00-14.00; Suites: 20.00-22.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, raised dais
Sports Facilities: Golf, fishing, beaches

Jack Tar's Francis Marion Hotel (HSMA)

King & Calhoun Sts. (Phone: 2-8831) (Telegraph: TWK-CS 335)

Manager: J. William Cole
Sales Manager: W. Ed Baty
Convention Season: All year
Largest Group Accommodated: 572 (200 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 10.00; Double: 8.00 to 14.00; Twin: 10.50-14.50; Suites: 12.00 to 35.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Area: 15.00 per booth
Net Exhibit Space: 15,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Yes (20'x30')
Sports Facilities: Golf, swimming, fishing, sailing, hunting, tennis horseback riding, bowling
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

COLUMBIA

Railroads: A.C.L.; S.A.L.; So. Ry.; C.N. & L.
Airlines: DAL, EAL

Hotel Columbia

1301 Gervais St. (Phone: Alpine 22141)
Manager: Jack Maynard
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 4.75 to 7.00; Double: 8.00 to 12.00; Suites: 22.00 up, European
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinner: 2.50
Liquor: Packaged goods only
Audio-Visual Aids: PA system
Stage: Available

Less Than A Day
from Everywhere

PROVIDENCE R. I.

when you're planning
a convention with a...

BUDGET IN MIND

excellent convention facilities,
good meeting rooms

Crown Hotel

One of 3 convention hotels
with over 800 rooms available
for conventions. Write
the Crown or the Providence
Chamber of Commerce.

SHERATON

-BILTMORE HOTEL IN PROVIDENCE, R.I.

Complete facilities for banquets or meetings of up to 500 persons.
Closed circuit TV, 10 function rooms.
Air conditioned ballroom, banquet rooms and restaurants. Television and radio in each room. Special weekend convention rates. Excellent transportation facilities. 500 Rooms.
GEORGE THOMAS CULLEN
General Manager



the welcome is wonderful at

SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

NEW YORK BOSTON WASHINGTON PITTSBURGH BALTIMORE PHILADELPHIA PROVIDENCE
EAST SPRINGFIELD, Mass. ALBANY ROCHESTER BUFFALO SYRACUSE BINGHAMTON, N.Y.

MIDWEST CHICAGO DETROIT CLEVELAND, Ohio CINCINNATI ST. LOUIS OMAHA ARKON
SOUTH LOUISVILLE DALLAS NEW ORLEANS MOBILE

WEST COAST SAN FRANCISCO PASADENA LOS ANGELES
HAWAII HONOLULU
CANADA NIAGARA FALLS, Ont. HAMMONT, Ont.

MONTREAL TORONTO

SOUTH CAROLINA

Charleston continued

Hotel Wade Hampton

1201 Main Street (Phone: ALpine 6-4361; Teletype CO 7149)
 Manager: Fitzhugh L. Smith
 Sales Manager: John R. Loy
 Convention Season: All year
 Largest Group Accommodated: 600 (300 rooms, 19 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 4.50-9.50; Double: 7.50-14.00; Suites: to 27.00, European

No. Mtg. Rms. & Capacity of Largest: 14 (1,200)
 No. Banquet Rms. & Capacity of Largest: 13 (735)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
 Liquor: Served but not sold
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: 25% of association charge
 Net Exhibit Space: 9,734 sq. ft. on one floor, included in meeting areas
 Audio-Visual Aids: Blackboards, screens, PA system, spotlights
 Stage: Yes

GREENVILLE

Railroads: So. Ry.; P. & N.; C. & W.C.; G. & N.
 Airlines: DAL, EAL, SOU

Poinsett Hotel

South Main St. (Phone: 3-6211)

Manager: J. Mason Alexander
 Convention Season: All year
 Largest Group Accommodated: 325 (175 rooms, 4 suites available)
 Air Conditioning: Banquet and meeting rooms, bedrooms
 Convention Rates: Single: 5.50; Double: 9.00; Suites: 25.00
 No. Mtg. Rms. & Capacity of Largest: 3 (325)
 No. Banquet Rms. & Capacity of Largest: 3 (325)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
 Liquor: Package store only
 Charges for Mtg. Rms.: None
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Swimming, fishing, tennis, hunting, golf

MYRTLE BEACH

Airlines: PAI (May-Sept.), EAL, NAL through Wilmington, S.C. or Charleston, S.C.

Ocean Forest Hotel (HSMA)

Winter Address: P. O. Box 336, Hollywood, Fla. (Phone: 2051)
 General Manager: John W. Tyler
 Convention Season: May through Sept.
 Largest Group Accommodated: 350 (200 rooms, 16 suites available)
 Air Conditioning: 25% of bedrooms, banquet halls
 Convention Rates: Single: 12.00-15.00; Double: 24.00-30.00; Suites: 34.00-45.00, American, European available on request
 No. Mtg. Rms. & Capacity of Largest: 8 (600)
 No. Banquet Rms. & Capacity of Largest: 3 (550)
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 4,000 sq. ft. on one floor
 Audio-Visual Aids: 8mm. and 16mm. projectors, screens, PA system, spotlights
 Stage: Available
 Sports Facilities: Outdoor swimming pool, tennis, private beach, shuffleboard, volleyball, fishing
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

PLAN TO MEET AT BEAUTIFUL

MYRTLE BEACH

SOUTH CAROLINA

"THE RIVIERA OF THE SOUTH"



ON THE PLANTATION COAST OF SUNNY SOUTH CAROLINA! TWO CHAMPIONSHIP GOLF COURSES WITH GRASS GREENS, FINE FISHING FROM PIERS, BEACH, BOATS, LAKES

Excellent Hotels, Motels & Apartments

SPECIAL RATES OFFERED FOR GROUP MEETINGS AND CONVENTIONS FROM OCTOBER THROUGH APRIL

Advise us your needs, number in group and dates of meeting. We'll give you fullest cooperation

CONVENTION BUREAU—CHAMBER OF COMMERCE—MYRTLE BEACH 55, S.C.



SHERATON

JOHNSON HOTEL

IN RAPID CITY, S.D.

South Dakota's largest and finest hotel. Located in the scenic vacation country of the Black Hills. Resort atmosphere. Attractive new rooms with free TV and radio. Cocktail Lounge. Air-conditioned function rooms for meetings of groups from 15 to 350.
 BEN C. AMSDEN, Gen'l Mgr.



the welcome is wonderful at

SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST
 NEW YORK
 BOSTON
 WASHINGTON
 PITTSBURGH
 BALTIMORE
 PHILADELPHIA
 PROVIDENCE
MIDWEST
 CHICAGO
 DETROIT
 CLEVELAND, Ohio
 CINCINNATI
 ST. LOUIS
 OMAHA
 AKRON
SOUTH
 NEW ORLEANS
 MOBILE
WEST COAST
 SAN FRANCISCO
 PASADENA
 LOS ANGELES
 PORTLAND, Oregon
HAWAII
 HONOLULU
CANADA
 MONTREAL
 TORONTO
 NIAGARA FALLS, Ont.
 HAMILTON, Ont.

SHERATON

CATARACT HOTEL

IN SIOUX FALLS, S.D.

The modernized convention hotel in the heart of Sioux Falls. Facilities for large and small meetings. Many rooms air-conditioned. Radio and TV in all rooms. Cocktail Lounge and Coffee Shop. Private function rooms for meetings of 60 to 450.
 HENRY A. DITMANSON
 General Manager



the welcome is wonderful at

SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST
 NEW YORK
 BOSTON
 WASHINGTON
 PITTSBURGH
 BALTIMORE
 PHILADELPHIA
 PROVIDENCE
MIDWEST
 CHICAGO
 DETROIT
 CLEVELAND, Ohio
 CINCINNATI
 ST. LOUIS
 OMAHA
 AKRON
SOUTH
 NEW ORLEANS
 MOBILE
WEST COAST
 SAN FRANCISCO
 PASADENA
 LOS ANGELES
 PORTLAND, Oregon
HAWAII
 HONOLULU
CANADA
 MONTREAL
 TORONTO
 NIAGARA FALLS, Ont.
 HAMILTON, Ont.

SOUTH DAKOTA

RAPID CITY

Railroads: C. N.
 Airlines: FAL, NOR, WAL

Sheraton-Johnson Hotel (HSMA)

See Advertisement, Page 192

523 4th St. (Phone: Fillmore 2-1210)
 Manager: Ben C. Amsden
 Convention Season: All year
 Largest Group Accommodated: 275 (125 rms, 5 suites available)
 Air Conditioning: Banquet, meeting rooms, bedrooms
 Convention Rates: Single: 5.35-9.35; Double: 8.85-12.85
 No. Mtg. Rms. & Capacity of Largest: 8 (350)
 No. Banquet Rms. & Capacity of Largest: 8 (300)
 Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 3,800 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, screens, blackboards
 Sports Facilities: Golf, fishing, riding

SIOUX FALLS

Railroads: C.M. St. P. & P.; C.R.I. & P.; Gr. Nor.; Ill. Cent.; C. & N.W.L.
 Airlines: BNF, NOR, WAL

AUDITORIUM

Sioux Falls Coliseum

501 N. Main Ave. (Phone: 8-5531)
 Manager: Allan P. Aker

Exhibit Areas: Annex, 22,400 sq. ft.; Auditorium, 10,000 sq. ft.; Armory, 5,000 sq. ft.
Rental Fees and Services: 100.00 per day when no admission charged; includes janitor service, light and heat
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 25 ft.
PA System: Available
Dimensions, Opening to Exhibit Hall: Truck door opening
Columns: None
Utilities: Gas, electricity
Meeting Rooms and Capacities: Auditorium, 2,300; three smaller rooms, 50
Facilities for Food Function and Banquet: Capacity: Can serve banquets up to 1,500
Parking Facilities: City parking across from building
Distance from Business District: Two blocks

Sheraton-Cataract Hotel (HSMA)

See Advertisement, Page 192

104 West 9th (Phone: 4-6031; Teletype SX 8377)
Manager: Henry A. Dittmanson
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 6 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.35 to 12.50; Double: 8.85 to 15.00; Suites: 23.00-30.50, European
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 7 (375)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: None for conventions
Net Exhibit Space: 2,900 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

TENNESSEE

CHATTANOOGA

Railroads: C. of Ga.; N.C. & St. L.; A.G. So.; C.N.O. & T.P.; T.A. & G.; So. Ry.
Airlines: BNF, CAP, DAL, EAL

CONVENTION BUREAU

Chattanooga Convention & Visitors Bureau
 819 Broad St. (2)
Thomas J. Boylan, Executive Director

AUDITORIUM

Memorial Auditorium

399 McCallie Ave. (Phone: AM 6-8837)
Manager: Tommy C. Thompson
Exhibit Areas: Main Hall, 13,000 sq. ft.; stage, 800 sq. ft.; Wheland Hall, 1,500 sq. ft.
399 McCallie Ave. (Phone 6-8837)
Rental Fees and Services: \$300 per day includes janitor service, heat and light
Floor Load: Ample
Ceiling Height: 50 ft. **PA System:** \$50 per day for set and operator
Elevators and Capacities: Freight elevator to Main Hall, 6,000 lbs.
Columns: None
Utilities: AC current
Loading Facilities: Large truck can use elevator to unload on exhibit floor
Storage Areas: Basement, 500 sq. ft.; stage, 800 sq. ft.
Meeting Rooms and Capacities: Three, 200 capacity; plus 12 large dressing rooms—some can be used for small meetings
Facilities for Food Functions: None
Parking Facilities: Garage in basement; large lots across street, 1,000 cars
Distance from Business District: Two blocks

Patten Hotel

See Advertisement, Page 193

1 E. 11th St. (Phone: AM-6-2141)
Manager: J. Garnett Andrews
Sales Manager: John K. Williams
Convention Season: All year
Largest Group Accommodated: 600 (350 rooms, 6 suites available)

Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 5.00; Double: from 7.50; Suites: from 12.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlight, screens, strip and slide projectors
Stage: Available

The Road House

Broad, 9th, Chestnut (AMherst 6-4121 Teletype CT 7094)
Manager: Albert Crouch
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 10.00; Double: 7.00 to 15.00; Suites: 20.00 to 30.00; Studio rooms: 10.00 plus 3% state sales tax, European
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00 plus 3% sales tax
Liquor: Package store only
Charges for Mtg. Rms.: 10.00 to 25.00
Charges for Exhibit Areas: Basis of 25% of gross revenue
Net Exhibit Space: About 50 six-foot booths on two floors, partially included in meeting space
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available

GATLINBURG

Railroads: L. & N.; So. Ry.—to Knoxville
Airlines: Served through Knoxville

Mountain View Hotel

(Phone: 384)
Manager: Tom Woods
Convention Season: Nov. 1 to June 1, September
Largest Group Accommodated: 250 (100 rooms available)

CHATTANOOGA'S LEADING CONVENTION HOTEL

IN THE "SCENIC CITY OF THE SOUTH"

400 Air Conditioned Rooms
 5 Distinctive Restaurants
 9 Meeting and Banquet Rooms
 (All on same floor)

Closed Circuit TV, PA Systems,

Meeting Aids

Free Parking

PLUS A Friendly Experienced
Convention Staff

Hotel **PATTEN**
 CHATTANOOGA, TENNESSEE

Write John K. Williams
Sales Manager

Associated with
Hotel SEMINOLE, Jacksonville, Fla.



IMAGINE!

ME going to the Summit Conference!

It's hard to find a conference that's more "summit" than one held at the magnificent Castle In The Clouds—high atop Lookout Mountain. What a view—seven states at your feet! What a location—near Chattanooga—a short hop from any place! What connections—served by 5 airlines with 51 flights daily... also by 17 trains! And what a hotel! Your "summit conference" is certain to draw a "full General Assembly"—with nary a veto in sight. Top drawer all the way!

- Complete facilities for up to 350, 7 meeting rooms.
- Entire hotel available for groups.
- Complete social programs for all. Dancing nightly, nightclub entertainment styled to your convention, all included in American Plan rate.
- Golf (including new Sportsman's Par-3 Course), Tennis, Horseback Riding, Basketball and Swimming.
- Superb cuisine, highlighted by the spectacular International Buffet.
- Open May to October.

For information, write, wire or phone collect:
 Jack M. Stone, President, Jefferson 1-1271
 Shelborne Hotel (Winter Address)
 Ocean at 18th St., Miami Beach, Fla.

Castle IN THE CLOUDS

Lookout Mountain, Tennessee

A RESORTS INTERNATIONAL HOTEL

In Miami Beach, The Shelborne
 In Jamaica, The Marrakesh

TENNESSEE Gatlinburg continued

Air Conditioning: One banquet and meeting room, some bedrooms
 Convention Rates: Single: 11.00 to 12.00; Double: 16.00 to 21.00; Suites: from 30.00, American
 No. Mtg. Rms. & Capacity of Largest: 4 (400)
 No. Banquet Rms. & Capacity of Largest: 4 (350)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
 Liquor: Not served in hotel
 Net Exhibit Space: 2,500 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 16mm projectors, screen
 Stage: Available
 Sports Facilities: Shuffleboard, ping pong, tennis, horseback riding, fishing, 18-hole golf course

KNOXVILLE

Railroads: L. & N., So. Ry.
 Airlines: AAL, DAL, CAP, PAI

Hotel Andrew Johnson

918 Gay St., S.W. at Hill Ave. (Phone: 2-4103)
 Manager: James E. Bradley
 Convention Season: All year
 Largest Group Accommodated: 750 (350 rooms)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 5.25 up; Double: 8.50 up
 No. Mtg. Rms. & Capacity of Largest: 12 (750)
 No. Banquet Rms. & Capacity of Largest: 12 (500)
 Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50 up; Dinner: 3.00 up
 Charges for Mtg. Rms.: None if meals are served
 Charges for Exhibit Areas: Depends on amount of space used
 Net Exhibit Space: 2,700 sq. ft.

In Memphis, It's The Claridge

Ideal location — serving the nation
 Convenient to "everywhere"
 8 airlines — 5 national highways
 7 railroads — complete convention facilities to make your meeting the greatest.

Hotel Claridge

MEMPHIS
 SCOTT J. STEWART
 Managing Director

MEETING ROOMS FOR
 10 TO 1,000

2 BLOCKS FROM
 CONVENTION HALL

100 AIR
 CONDITIONED

CLOSED CIRCUIT
 TV

PROJECTORS
 AND SCREENS

ROOMS NEWLY
 REFURNISHED

CONVENIENT
 GARAGING

FREE
 O'NITE PARKING

NOW!

*we modestly
 admit to the most
 beautiful rooms in
 the south. altogether
 modern furnishings and
 decor, with ideal
 convention facilities,
 professionally staffed, at*

HOTEL...
 FREE PARKING
 DOWNTOWN
 MEMPHIS, TENN.

Chisca

Audio-Visual Aids: PA system, screens, closed circuit TV, spotlights
 Stage: Available

Farragut Hotel

530 Gay St., S.W. at Clinch Ave.
 Manager: McKie Alexander
 Convention Season: All year
 Largest Group Accommodated: 400 (300 rooms)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 5.00 up; Double: 8.50 up
 No. Mtg. Rms. & Capacity of Largest: 6 (400)
 No. Banquet Rms. & Capacity of Largest: 4 (275)
 Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50 up; Dinner: 2.50 up
 Charges for Mtg. Rms.: None if meals are served
 Charges for Exhibit Areas: Depends on extent of space used
 Net Exhibit Space: 4,500 sq. ft.
 Audio-Visual Aids: PA system, screens, blackboards, spotlights
 Stage: Available

LOOKOUT MOUNTAIN

Airlines: Served through Chattanooga

Castle in The Clouds (HSMA)

See Advertisement, Page 193

(Phone: Vernon 1-1545)

Manager: Jack M. Stone
 Convention Season: May thru September
 Largest Group Accommodated: 350 (150 rooms available)
 Convention Rates: Single: 18.50-24.50 per person; Double: 12.50-20.00 per person, American
 No. Mtg. Rms. & Capacity of Largest: 5 (550)
 No. Banquet Rms. & Capacity of Largest: 5 (550)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
 Liquor: Yes
 Charges for Mtg. Rms.: None
 Audio-Visual Aids: PA system, spotlights
 Stage: Yes
 Sports Facilities: Golf, tennis, swimming, archery, shuffleboard, putting greens, horseback riding, horseshoes, badminton
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

MEMPHIS

Railroads: C.R.I. & P.; Frisco; G.M. & O.; I.C.; L. & N.; Mo. Pac.; N.C. & St. L.; St. L.S.W.; So. Ry.; Union
 Airlines: AAL, BNF, CAP, DAL, EAL, SOU, TTA

CONVENTION BUREAU

Memphis Convention Bureau
 P.O. Box 224
 James C. Wood, General Manager

AUDITORIUMS

Memphis Municipal Auditorium

Main and Poplar Sts. (Phone: JA 7-5443)
 Manager: Chauncey Barbour
 Exhibit Areas: 75,000 sq. ft.
 Floor Load: 400 lbs. per sq. ft.
 Ventilation: Air conditioned
 Ceiling Height: 68 ft.
 PA System: Available
 Dimensions, Opening to Exhibit Hall: 12 ft. by 18 ft.
 Elevators and Capacities: Three, 3,000 lbs., one passenger, one stage lift, 4 escalators
 Columns: None
 Utilities: AC and DC current, water, gas, sewage
 Loading Facilities: Railroad one block from building
 Meeting Rooms and Capacities: 11, 80 to 200 persons; main floor, 2,000; balconies, 4,000
 Facilities for Food Functions: Banquet for 18,000
 Distance from Business District: Four blocks

Ellis Auditorium

74 Poplar Ave.
 Managing Director: Chauncey Barbour
 Exhibit Areas: Amphitheatre: 15,000 sq. ft.; West Hall: 12,122 sq. ft.; East Hall Mezzanine: 11,000 sq. ft.; East Hall Main Floor: 15,000 sq. ft.; East Hall Lower Level: 13,300 sq. ft.
 Rental Fees: On application
 Ventilation: Air conditioned
 Ceiling Height: West Hall: 18 ft.; Amphitheatre: 90 ft.; East Hall Mezzanine: 18 ft.; East Hall Main Floor: 14 ft., 9 in.; East Hall Lower Level: 10 ft., 10 in.
 PA System: All halls
 Dimensions, Opening to Exhibit Hall: West Hall: 9 ft., 3 in. wide, 12 ft. high; North Hall: 10 ft., 8 in. wide, 14 ft. high; East Halls: 9 ft., 6 in. wide, 7 ft., 10 in. high

Elevators: Stage lift in North Hall from basement to stage level. One 10 ft., 2 in. wide by 23 ft. long serves all East Halls. Passenger elevator on south side serves three floors
Columns: None except in lower level of East Hall
Utilities: 110 and 220 current
Loading Facilities: Exhibit halls all handled at street level
Storage Areas: 3,456 sq. ft.
Meeting Rooms and Capacities: Two 20 ft. by 2 ft.; 23 dressing rooms; Concert Hall, capacity 2,500
Facilities for Food Functions: Yes
Parking Facilities: Good
Distance from Business District: Two blocks

Liquor: Package stores
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 38,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: Golf, tennis, fishing, boating, swimming
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Liquor: Package store in hotel
Charges for Mtg. Rms.: 10.00
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 1,000 sq. ft. included in meeting areas

NASHVILLE

Railroads: L. & N.; N.C. & St. L.; T.C.; N.F.
Airlines: AAL, BNF, EAL, OZA, TWA

Dinkler-Andrew Jackson Hotel (HSMA)

See Advertisement, Page 38

314 Sixth Avenue, N. (Phone: ALpin 5-2121)
Manager: Leon Womble
Sales Manager: Dorothy Baumgartner
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 8.50; Double: 7.00 to 10.50; Twins: 10.00 to 14.00; Suites: 14.00 to 25.00
No. Mtg. Rms. & Capacity of Largest: 9 (400)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Liquor store
Charges for Mtg. Rms.: Nominal; none if meals are served
Charges for Exhibit Area: Yes
Net Exhibit Space: 5,564 sq. ft. on more than one floor
Audio-Visual Aids: PA system, spotlights, all types of film projectors
Stage: Available
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Hotel Hermitage (HSMA)

6th and Union (Phone: ALpine 4-2161; Telegraph: TWX NV180)
Manager: Richard R. Hall
Sales Manager: Mrs. Andrew H. Mizell
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 12.00; Double: 7.50 to 12.00; Suites: 15.00 to 40.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.25
Liquor: Not served in hotel
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: Depends on extent of space, guest rooms utilized
Net Exhibit Space: 7,368 on one floor; about 50% included in meeting areas
Audio-Visual Aids: PA system, spotlights, 8mm, 16mm and slide projectors. Closed-circuit TV loop
Stage: Available

The Maxwell House

4th & Church St. (Phone: ALpine 5-2112)
Manager: Jesse Hursey
Convention Season: All year
Largest Group Accommodated: 150 (70 rooms, 3 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 4.75; Double: from 7.00; Suites: 15.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.25
Liquor: Mixing bar in cocktail lounge
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 5,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, movie screens, wired for closed-circuit TV
Stage: Available
Sports Facilities: Golf courses within three miles

Sam Davis Hotel (HSMA)

132 7th Ave. N. (Phone: AL 6-4673)
Manager: Russell Nichol
Convention Season: All year
Largest Group Accommodated: 500 (150 rooms available)
Air Conditioning: 100 bedrooms, banquet halls
Convention Rates: Single: 5.00 to 6.50; Double: 7.00 to 9.00
No. Mtg. Rms. & Capacity of Largest: 3 (75)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00

TEXAS

AUSTIN

Railroads: S.P.; M.P.; M.K. & T.
Airlines: BNF, CAL, TTA

AUDITORIUM

Municipal Auditorium and Convention Center

S. First St. & Barton Springs Rd. (Phone: GRenwood 6-8311)
Manager: Francis W. Vickers
Exhibit Areas and Square Footage of Each: Main floor 45,000 sq. ft.; Basement area, 35,000 sq. ft.
Rental Fees and Services Included in Rent: From 270.00 for meetings to 600.00 for large exhibit shows. Services include all utilities, air-conditioning and heat.
Floor Load: 150 lbs. per sq. ft.
Ventilation: Air-conditioning
Ceiling Height: 18' to 60' PA System: Yes
Dimensions, Opening to Exhibit Hall: 14' by 14' double truck entrance to main floor and basement.
No. of Elevators and Capacities: One freight elevator
Columns, Locations and Dimensions: None on main floor, basement every 20'
Current and Utilities Available: 110, 220V, gas, water and drain every 20 ft. portable
Loading Facilities: Fork lift and 270' portable conveyor belts
Location, Size of Storage Areas: Basement, up to 35,000 sq. ft.
Number of Meeting Rooms and Capacities: 11 rooms, seating 75 to 475
Facilities for Food Functions: Catered banquet for 3,500 on main floor, 3,000 in basement
Parking Facilities: For 4,000 cars
Distance from Business District: 11 blocks

Commodore Perry Hotel

8th & Brazos Sts. (Phone: GR 6-6461)
Manager: J. Spencer Lloyd
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 36 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-12.00; Double: 8.00 to 15.00; Suites: 20.00 to 45.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights
Stage: 8 ft. by 30 ft.
Sports Facilities: Swimming pool

Driskill Hotel

117 East 7th St. (Phone: GRenwood 63501) (Teletype AZ-35)
Manager: Bob Ross
Sales Manager: Willard Sauls
Convention Season: All year
Largest Group Accommodated: 288 (250 rooms, 33 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 7.50; Double: 7.50 to 12.50; Suites: 14.00 to 75.00
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50 up; Dinner: 2.00 up
Liquor: Not served in hotel
Charges for Mtg. Rms.: None if headquarters
Audio-Visual Aids: PA system, spotlights, screens, tape recorder
Stage: Available

Stephen F. Austin Hotel

Congress at 7th St. (Phone: 64361)
Manager: John Powell

Hotel Chisca

See Advertisement, Page 194

Main & Linden (Phone: JACKson 5-4661)
Manager: Walter V. Williams
Convention Season: All year
Largest Group Accommodated: 500 (380 rooms, 18 suites available)
Air Conditioning: Bedrooms, banquet & meeting rooms
Convention Rates: Single: 5.00-10.00; Double: 8.00-14.00; Suites: 18.00-45.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (1,200)
No. Banquet Rms.: 6
Liquor: Bottle only
Charges for Mtg. Rms.: No charge to large convention groups. Otherwise 5.00-35.00
Charges for Exhibit Areas: No charge to large convention groups. Otherwise 35.00-250.00
Net Exhibit Space: 15,000 sq. ft. on one floor. One room has unlimited current, steam, gas
Audio-Visual Aids: All projectors available, tape recorder, PA system, spotlights, closed-circuit TV
Stage: Yes
Sports Facilities: Tennis, swimming, fishing, duck hunting

Hotel Claridge (HSMA)

See Advertisement, Page 194

Main at Adams (Phone: JA 5-2511)
Manager: A. H. "Shorty" Addison
Sales Manager: Roy Moore
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00 to 11.00; Double: 9.00-15.00; Suites: 16.00-75.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: By bottle only
Charges for Mtg. Rms.: 5.00 to 150.00
Charges for Exhibit Areas: 40.00 to 150.00
Net Exhibit Space: 7,000 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, all types of projectors, closed-circuit TV
Stage: Available
Sports Facilities: Golf

Hotel King Cotton (HSMA)

69 Jefferson Street (Phone: JA 6-5883; Teletype: ME 281 X)
Manager: Leon Ethridge
Sales Manager: Bill Lewelling
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 5 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.25-9.50; Double: 9.00-11.00; Suites: 31.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (850)
No. Banquet Rms. & Capacity of Largest: 8 (750)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Beer served only
Charges for Mtg. Rms.: Variable
Net Exhibit Space: 13,647 sq. ft. not on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, blackboards
Stage: Available

Peabody Hotel (HSMA)

Union bet. 2nd & 3rd Sts. (Phone: JACKson 6-7766)
Manager: Tom J. McGinn
Sales Manager: William A. Hendricks
Convention Season: All year
Largest Group Accommodated: 625 (500 rooms, 30 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 6.00-13.00; Double: 8.00 to 15.00; Suites: 21.00-35.00, European
No. Mtg. Rms. & Capacity of Largest: 14 (1,000)
No. Banquet Rms. & Capacity of Largest: 14 (900)
No. Banquet Rms. & Capacity of Largest: 3 (60)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 3.00

TEXAS Austin continued

Sales Manager: Charles D. Parks
Convention Season: All year
Largest Group Accommodated: 500 (350 rooms, 15 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: from 4.50; Double: 8.00-12.00; Suites: 15.00-22.50, European
No. Mtg. Rms. & Capacity of Largest: 5 (1,200)
No. Banquet Rms. & Capacity of Largest: 5 (900)
Group Meal Rates: Breakfast: from 1.25; Lunch: from 2.00; Dinner: from 2.50
Liquor: Package store
Charges for Mtg. Rms.: None if convention head quarters
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available

BANDERA

Railroads: So. Pac.; M.P.; M.K. & T.
Airlines: Served through San Antonio
Limousine and bus service from San Antonio

Flying L Ranch

(Phone: SW 6-3721)
Manager: Mark A. Chism
Convention Season: All year
Largest Group Accommodated: 65 (32 rooms, 12 suites available)
Air Conditioning: 28 bedrooms, banquet and meeting rooms
Convention Rates: Single: 15.00-17.00; Double: 12.50, American
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms.: 1
Liquor: No. Guests may bring own
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,148 sq. ft. on one floor
Sports Facilities: Golf course four miles away, tennis

BEAUMONT

Railroads: So. Pac.; Mo. Pac.; G.C. & Santa Fe; K.C. So.
Airlines: DAL, EAL, TTA

Hotel Beaumont

Orleans at Fannie (Phone: TE 3-7411)
Manager: Robert C. Schieble
Sales Manager: Mary C. Leitch
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 12.00; Double: 7.00 to 12.00; Suites: 15.00 to 55.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: In private parties; no public bars
Charges for Mtg. Rms.: None
Net Exhibit Space: Cannot handle exhibits except in very small way
Audio-Visual Aids: PA system, spotlights, projectors available rental basis, movie screens, blackboards
Stage: Available

King Edward Hotel (HSMA)

Pearl & Wall Sts. (Phone: TE 3-8611)
Manager: Doug. Fontaine
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms, 6 suites available)
Air Conditioning: Banquet rooms, 200 bedrooms
Convention Rates: Single: 5.00-10.00; Double: 7.00-12.00; Suites: 15.00-20.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Package goods available
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, 8 ft. screen
Stage: Yes
Sports Facilities: Golf, fishing, boating

BROWNWOOD

Railroads: G.C. & Santa Fe
Airlines: TTA

Hotel Brownwood

Fisk & Baker (Phone: 2656)
Manager: Douglas Kizer
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 4 suites available)
Convention Rates: Single: from 3.50; Double: from 5.00; Suites: from 11.00
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Rates for Meals: Breakfast: .40 to 1.50; Lunch: from .75; Dinner: from 1.25
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms
126 bedrooms
Net Exhibit Space: 7,800 sq. ft.
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: Golf

CORPUS CHRISTI

Railroads: S.P.; M.P.; Texas-Mex.
Airlines: EAL, BNF, TTA

AUDITORIUM

Memorial Coliseum & Exposition Hall

Shoreline Drive (Phone: TULIP 4-8227)
Manager: Margery Brown
Exhibit Areas: Exposition Hall, 30,000; Coliseum Arena, 30,000; Coliseum Concourse, 15,000
Rental Fees and Services Included in Rent: Exposition Hall, \$67.50 to \$175; Coliseum \$262.50 to \$437.50 per day.
Ventilation: Air-conditioned
Ceiling Height: Exposition Hall, 11' 6"; Coliseum, 41' 6"
PA System: Yes
Dimensions, Opening to Exhibit Hall: 11' height, 24' width
Columns: Exposition Hall, 24' centers; Coliseum, no posts
Loading Facilities: Hydraulic lift
Meeting Rooms and Capacities: Three, up to 100 persons; Coliseum capacity, 6,500; Exposition Hall, 2,000
Facilities for Food Functions: Banquets up to 2,000
Parking Facilities: 1,200 cars
Distance from Business District: 2 miles

Mayflower Motor Hotel

1401 Shoreline Blvd. (Phone: TULIP 3-3520)
Manager: Harry Cole
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 100 suites available)
Air Conditioning: Yes
Convention Rates: Single: 7.50 to 10.00; Double: 9.00 to 20.00; Suites: 20.00
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Bottle club
Charges for Mtg. Rms.: 15.00
Charges for Exhibit Areas: None
Audio-Visual Aids: Film projector, PA system, spotlights
Sports Facilities: Swimming pool, fishing, boating

Princess Louise

100 N. Water St. (Phone: TU 4-5511)
Manager: Leslie H. Greer
Convention Season: All year
Largest Group Accommodated: 150 (60 rooms, 6 suites available)
Air Conditioning: Bedrooms
Convention Rates: Single: 4.00-7.00; Double: 5.00-9.00; Suites: 10.00-18.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 1.75
Liquor: Not served in hotel
Charges for Mtg. Rms.: Vary
Net Exhibit Space: 300 sq. ft. all on one floor
Sports Facilities: Water sports, swimming, boating, fishing, hunting

Robert Driscoll Hotel

Upper Broadway (Phone: TU 2-3331)
Manager: H. G. Morrison
Sales Manager: Wm. H. Furlong
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 15 suites available)
Air Conditioning: Banquet, meeting room, bedrooms
Convention Rates: Single: 7.00-16.50; Double: 9.00-19.50; Suites: 35.00-65.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)

Group Meal Rates: Breakfast: 2.00; Lunch, 2.50; Dinner: 3.00
Liquor: Package store
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,200 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights. Projectors can be rented
Stage: Yes
Sports Facilities: Swimming, fishing, boating, hunting

Tally-Ho-Motor Hotel

3101 Highway 9 (Phone: TULIP 4-8885)
Manager: H. O. Wood
Convention Season: All year
Largest Group Accommodated: 275 (100 rooms, 5 suites available)
Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 7.00 to 10.50; Double: 8.50 to 13.50; Suites: 14.50 to 28.00
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms. & Capacity of Largest: 1 (50)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
Liquor: Yes (package store)
Charges for Mtg. Rms.: 15.00 per day
Audio-Visual Aids: Slide projector, PA system, spotlights
Sports Facilities: Swimming pool

Trade Winds Motor Hotel

5701 Highway 9 (Phone: TULIP 3-9266)
Manager: Carl Hurlburt
Convention Season: Sept. through May
Largest Group Accommodated: 146 (101 rooms, 5 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.00-8.50; Double: 9.00-12.50; Suites: 25.00-37.50
No. Mtg. Rms. & Capacity of Largest: 2 (75)
No. Banquet Rms. & Capacity of Largest: 2 (75)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
Liquor: Private parties only
Charges for Mtg. Rms.: 10.00 to 15.00
Charges for Exhibit Areas: 10.00 to 15.00
Net Exhibit Space: 1,500 sq. ft. all on one floor
Audio-Visual Aids: None
Stage: Yes
Sports Facilities: Swimming pool

DALLAS

Railroads: C.R.I. & P.; G.C. & S. Fe; M.K. & T.; D.C.; Frisco; T.E.; S.P.; L. & A.
Airlines: AAL, BNF, CEN, CAL, DAL, TTA

CONVENTION BUREAU

Convention and Visitors Bureau
1001 Commerce St.
Dick Ingram, Manager

AUDITORIUMS

Dallas Memorial Auditorium

717 S. Akard St. (Phone: Riverside 1-9711)
Manager: W. W. Vanderslice
Exhibit Areas: Main area, 51,750; Auxiliary area, 23,120
Rental Fees and Service Included in Rent: 25c per sq. ft. of net space used in booths for a four day show includes normal utility and janitor service
Floor Load: Arena, 150 lbs. per sq. ft.; basement, unlimited
Ventilation: Completely air conditioned
Ceiling Heights: 11' 8" to 12'
PA System: Yes
Dimensions, Opening to Exhibit Hall: 24' wide, 12' height
Elevator and Capacities: One service elevator
Current and Utilities Available: Two 110 and two 220 outlet load on each column plus others
Meeting Rooms and Capacities: 9 rooms (12,000)
Facilities for Food Functions: Catering only
Parking Facilities: 1,100 cars
Distance from Business District: 10 minutes by public transit

State Fair Park

See Advertisement, Page 197

P.O. Box 7755 (Phone: TAYLOR 3-9931)
Manager: James H. Stewart
Exhibit Areas: Total 342,300 sq. ft.; (1) 94,000; (2) 85,000; (3) 55,000; (4) 45,000; (5) 40,000; (6) 22,000
Rental Fees and Services: On request

Just ten minutes away from the heart of downtown Dallas is STATE FAIR PARK, the center of "show" business in the Southwest. With six modern exhibit buildings containing a total of 342,000 square feet of show space (90,000 of which are air conditioned) and three auditoriums with seating for 200 to 4,000, State Fair Park is the perfect "showcase" for any size meeting, show, or convention. In addition, State Fair Park provides free parking facilities for 12,000 cars. And all this is just ten minutes away from downtown Dallas... the center of industry, entertainment, and fashion in the Southwest.



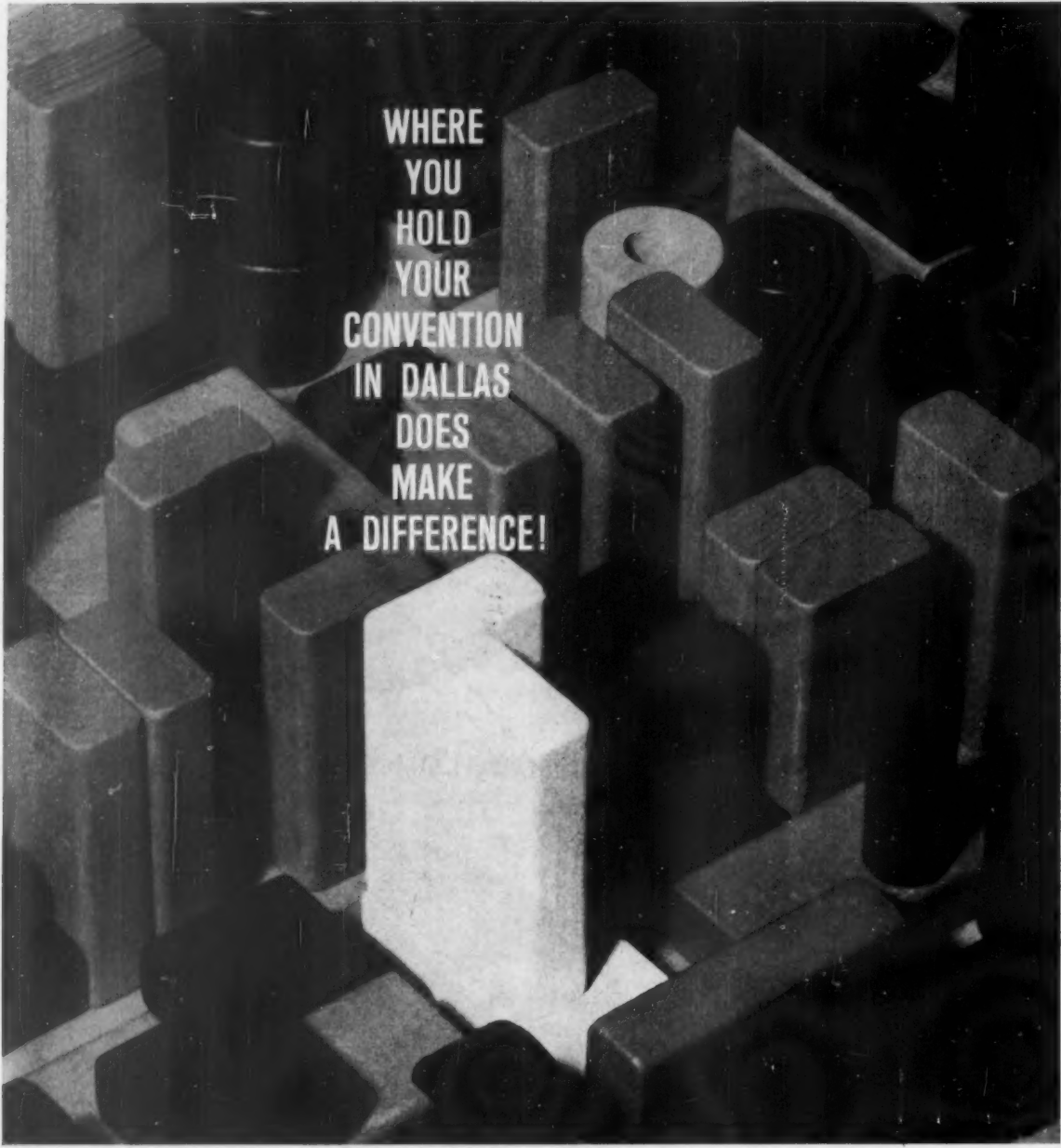
Need Space?... It's nearby at State Fair Park

State Fair Park is the Dallas "home" of such nationally-known shows and conventions as Southwestern Metal Exposition and Congress (American Society for Metals) • General Motors Motorama • Southwest Furniture Market • Southwest Automotive Exposition • Southwestern Mobile Homes Exposition • Southwest Sports, Boat & Vacation Show • Texas Cotton Ginners' Show and Convention • Dallas Home Show • Dallas Flower Show • Dallas Antiques Show



STATE FAIR PARK

For complete information, including rental rates, write Sales Department, State Fair Park, P. O. Box 7755, Dallas 26, Texas. Or, call TAYlor 3-9931.



WHERE
YOU
HOLD
YOUR
CONVENTION
IN DALLAS
DOES
MAKE
A DIFFERENCE!

Many hotels offer pleasant guest rooms and comfortable meeting space but few can match the personal attention the Baker hotel gives their guests. This seemingly unimportant quality can't be pretended — it has to be real or it doesn't exist. At the Baker, guests are accorded the warmth and courtesy you extend to friends in your own home. This tradition has been a vital factor in the innumerable successful conventions held at the Baker. The best meetings are composed of happy delegates — which is a Baker specialty. For complete information contact the Conven-

tion Manager of the

Baker Hotel, Dallas

Completely air conditioned — 700 guest rooms and suites — Drive-in motor lobby — superb food — 11 meeting rooms all on one floor.

**THE MOST MODERN FUNCTIONAL
HOTEL IN THE SOUTHWEST...**

Designed for Conventions in Dallas...

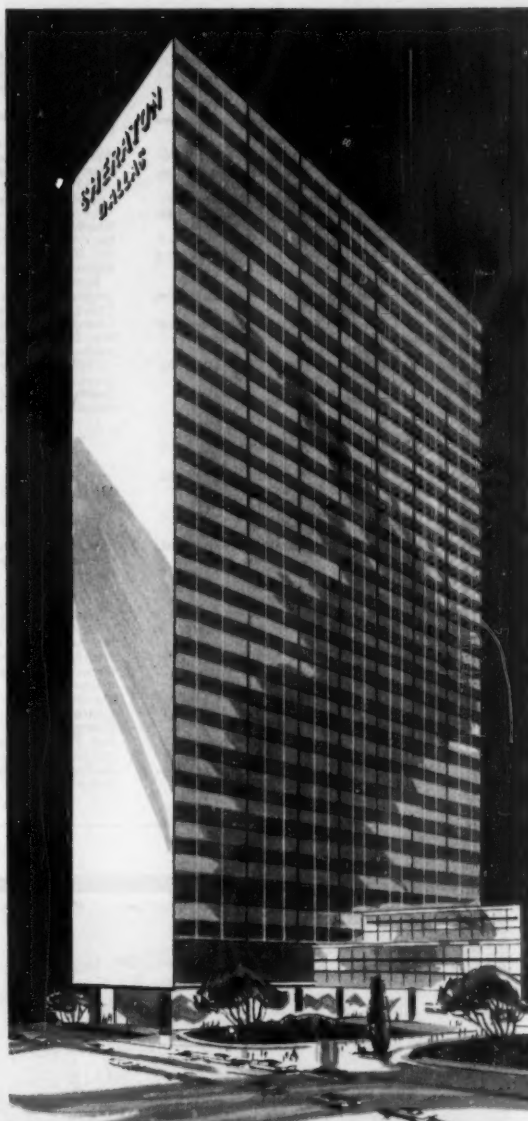
Hub of Industry and Finance

The new Sheraton-Dallas Hotel is planned and staffed to accommodate today's progressive businessman... for conventions, multiple-meetings and private groups. The Sheraton Plans Group promises you an integrated, smooth-running program, whatever your needs may be. Facilities vary in size from private function rooms for 10 people to the grand ballroom which will accommodate more than 2000.

This modern sheath of mosaic beauty also features the finest cuisine, prepared by world-famous chefs.

Discriminating businessmen have given their hearty approval to the Sheraton-Dallas... located in the heart of Southwestern finance and industry.

600 Rooms..... Free parking for registered guests

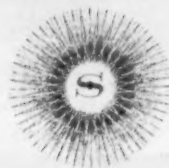


TYPICAL FUNCTION ROOMS provide privacy and luxurious furnishings for business meetings and parties.

LUXURY GUEST ROOMS have AM-FM clock radios, ice-making compartments and extra large closets...many have built-in TV.

THE GRAND BALLROOM—a grand ballroom in its fullest sense...seats more than 2000 at conventions...contains facilities for closed circuit TV.

the new **Sheraton-Dallas HOTEL**
LOCATED IN EXCLUSIVE SOUTHLAND CENTER...DALLAS



TEXAS Dallas continued

Floor Load: Unlimited
Ceiling Height: Varies, 12 to 35 ft. PA System: Available
Ventilation: 95,000 sq. ft. air conditioned
Dimensions, Opening to Exhibit Hall: Truck entrance to all halls
Utilities: Complete service in all halls
Loading Facilities: Floor levels; railroad siding on grounds
Storage Areas: Ample
Meeting Rooms and Capacities: Flexible, three auditoriums available
Facilities for Food Function and Banquet
Capacity: Can serve up to 5,000 at banquet
Parking Facilities: 12,000 cars, free
Distance from Business District: 10 minutes

Hotel Adolphus (HSMA)

See Advertisement, Page 200

Commerce & Akard Sts. (Phone: RI 7-6411)
Managing Director: H. H. (Andy) Anderson
Director of Sales: George H. Smith
Convention Season: All year
Largest Group Accommodated: 1,400 (800 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 11.00; Double: 8.00 to 14.00; Suites: 24.00 to 40.00
No. Mtg. Rms. & Capacity of Largest: 16 (1,250)
No. Banquet Rms. & Capacity of Largest: 17 (1,000)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.00
Liquor: Private parties only
Charges for Mtg. Rms.: None if food is served
Charges for Exhibit Areas: Vary
Net Exhibit Space: 14,540 on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Portable
Hotel Representative: Utell International (see pg. 29)

The Baker Hotel (HSMA)

See Advertisement, Page 198

Corner Commerce & Akard Sts. (Phone: RI 8-1471)
Manager: Raymond F. Hall
Sales Manager: Ligon Smith
Convention Season: All year
Largest Group Accommodated: 900 (350 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 11.00; Double: 7.50 to 11.50; Twin: 8.50-14.00; Suites: 23.00 up.
(Special dormitory rates for large groups.)
European
No. Mtg. Rms. & Capacity of Largest: 13 (1,200)
No. Banquet Rms. & Capacity of Largest: 13 (1,200)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.50
Liquor: Package store only
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 6,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, closed-circuit TV, screens
Stage: Portable (20'x30')
Sports Facilities: Golf within 4 miles
Hotel Representative: Utell International (see pg. 29)

Hotel Dallas

312 S. Houston (Phone: Riverside 2-6101; Teletype: DL-1089)
Manager: Peyton A. Enloe
Convention Season: All year
Largest Group Accommodated: 900 (350 rooms, 5 suites available)
Air Conditioning: 264 bedrooms, banquet halls
Convention Rates: Single: 5.00-8.00; Double: 6.00-12.50; Suites: 16.00-35.00, European
No. Mtg. Rms. & Capacity of Largest: 7 (550)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Package store
Charges for Mtg. Rms.: 10.00 to 150.00
Charges for Exhibit Areas: 10.00-150.00
Net Exhibit Space: 8,000 sq. ft. not on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights
Stage: Portable

Sheraton-Dallas (HSMA)

See Advertisement, Page 199

1416 Commerce St. (Phone: Riverside 1-5622)
Manager: Randall Davis
Sales Manager: Ray Dieterich
Convention Season: All year
Largest Group Accommodated: 860 (400 rooms, 27 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.50-12.50; Double: 13.00-17.00; Suite: 16.50-100.00, European
No. Mtg. Rms. & Capacity of Largest: 15 (2,522)
No. Banquet Rms. & Capacity of Largest: 15 (1,870)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.50
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: Only for commercial exhibits
Net Exhibit Space: 27,000 sq. ft. on one floor
Audio-Visual Aids: Screens, PA system, spotlights
Stage: Yes (40'x20'x2')
Sports Facilities: Golf, horseback riding, tennis, swimming, baseball, football

The Statler Hilton (HSMA)

See Advertisement, Page 33

1900 Commerce St.
Gen. Manager: Joseph A. Harper
Sales Manager: William J. Utlik
Convention Season: All year
Largest Group Accommodated: 2,000 (600 rooms, 50 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00 to 13.00; Double: 10.00-18.00; Suites: 20.00-45.00, European
No. Mtg. Rms. & Capacity of Largest: 31 (2,100)
No. Banquet Rms. & Capacity of Largest: 11 (1,500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Net Exhibit Space: 30,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: 50 ft. long, 25 ft. deep

Stoneleigh Hotel (HSMA)

2927 Maple Ave. (Phone: Riverside 2-8451; Telegraph FTV 14)



FRED BROWN, Director of Sales
GEORGE H. SMITH, Sales Manager

Completely Air Conditioned • Connecting Garage for 600 Cars • TWX DL 511 • Phone RIverside 7-6411

Outstanding Convention Address in the Southwest

HOTEL ADOLPHUS

Summary of Convention and Meeting Facilities

ROOM	FLOOR	SEATING	DINING	SIZE SQ. FT.
Grand Ballroom*	Lobby	1,350	1,000	8,030
Regency Room*	Lobby	1,000	800	6,510
Roof Garden	15th	500	400	3,374
Cactus Room	21st	300	200	2,640
Danish Room	15th	200	175	1,500
North Room	15th	100	80	900
French Room	Lobby	175	135	2,000
Press Room	7th	150	120	2,100
Directors Room	7th	45	30	700
Parlor A	Mezzanine	150	135	1,290
Parlor B	Mezzanine	40	30	378
Parlor C	Mezzanine	50	40	627
Parlor D	Mezzanine	110	90	957
Parlor E	Mezzanine	25	20	288
Parlor F	Mezzanine	30	25	385
Parlor G	Mezzanine	75	65	682

*Connecting

Auto Lift: Via Ramp. Blackboards: Portable. Lecterns: Table and Standing types. Complete range of sound and projection equipment, including public address systems.

HOTEL ADOLPHUS

H. H. "ANDY" ANDERSON, Managing Director Dallas 1, Texas

Manager: Helen McGibney
 Sales Manager: Frank Harris
 Convention Season: All year
 Largest Group Accommodated: 175 (80 rooms, 20 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 7.00 to 9.00; Double: 9.00 to 11.00; Suites: 15.00 to 38.00
 No. Mtg. Rms. & Capacity of Largest: 4 (150)
 No. Banquet Rms. & Capacity of Largest: 4 (150)
 Group Meal Rates: Breakfast: 1.85; Lunch: 2.25; Dinner: 3.50
 Liquor: Package store only
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Audio-Visual Aids: Spotlights, screens, projectors on rental basis
 Stage: Available
 Sports Facilities: Swimming pool, May 1 to Nov. 1

EL PASO

Railroads: So. Pac.; M.N.W.; S. Fe; Nat. of M.; T. & P.
 Airlines: AAL, CAL, TTA

AUDITORIUM

El Paso Coliseum

Boone Ave. & Paisano Drive (Phone: KEystone 2-9951, Ext. 447)
 Manager: Lowell S. Stevenson
 Exhibit Areas: 18,920 sq. ft.
 Rental Fees and Services: \$240 — \$150. Equipment rentals and services are over and above rental
 Floor Load: Unlimited
 Ventilation: Fans
 Dimensions, Opening to Exhibit Hall: Door 13 ft. high x 20 ft. wide
 Columns: None
 Utilities: 110 and 220 current, water, gas
 Storage Areas: 280 ft. x 300 ft. building
 Meeting Rooms: None
 Facilities for Food Function and Banquet
 Capacity: Cafeteria, 1,800
 Parking Facilities: 2,500 cars
 Distance from Business District: Two miles

Hotel Cortez

Mills & Mesa (Phone: KE 3-2681; Teletype: EP 76)
 Manager: Jack Gregory
 Convention Season: All year
 Largest Group Accommodated: 1,000 (300 rooms, 11 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 5.00-7.50; Double: 7.00 to 12.50; Suites: 20.00 to 28.00, European
 No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
 No. Banquet Rms. & Capacity of Largest: 5 (1,000)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
 Liquor: Package goods sold
 Charges for Mtg. Rms.: None if headquarters for convention
 Charges for Exhibit Areas: None if headquarters for convention
 Net Exhibit Space: 10,000 on one floor, included in meeting areas
 Audio-Visual Aids: PA system
 Stage: Available

Hilton Hotel

See Advertisement, Page 33

Mills & Oregon (Phone: Keyton 25661; Telegraph: EP 80)
 Manager: James E. Murphy
 Sales Manager: Fritz Ehrh
 Convention Season: All year
 Largest Group Accommodated: (175 rooms, 10 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 7.00 to 9.50; Double: 9.00 to 11.50; Suites: 19.00 to 25.00, European
 No. Mtg. Rms. & Capacity of Largest: 12 (900)
 No. Banquet Rms.: 5
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
 Liquor: In package store only
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 6,000 sq. ft. on one floor, included in meeting areas
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Golf, swimming, horseback riding

FORT WORTH

Railroads: Ft. W. & D.C.; Frisco Sys.; G.C. & S. Fe; M.K. & T.; St. L. So. W.; T. & P.; M.P.; S.P.; C.R.I. & P.
 Airlines: AAL, BNF, CEN, CAL, DAL, TTA

AUDITORIUM

Will Rogers Memorial Buildings

3401 W. Lancaster (ED 2-7241, Ext. 201-2)
 Manager: Emmett N. Race
 Exhibit Areas: Coliseum, 29,000 sq. ft.; 6 exhibit buildings, 161,000 sq. ft.; One Commercial Exhibit Bldg. 206 ft. by 378 ft.
 Rental Fees and Services: Coliseum, \$350 per day; Auditorium, \$250; exhibit buildings, \$200. Rental includes normal heat and light
 Floor Load: 200 lbs. per sq. ft. Ventilation: Auditorium air conditioned
 Ceiling Height: Coliseum, 92 ft.; exhibit buildings, 16 ft.
 PA System: In Coliseum, Auditorium and Pioneer Palace
 Dimensions, Opening to Exhibit Hall: Four 8' x 12'; one 16' x 12'; one 14' x 13'; eight 6' x 8'
 Columns: None
 Utilities: 110 and 220 current
 Loading Facilities: Ramps, railroad siding on grounds
 Storage Areas: Adjacent to buildings, 30,000 sq. ft.
 Meeting Rooms and Capacities: Auditorium, 2,993; Coliseum, 6,467; Pioneer Palace, 800 temporary seats
 Facilities for Food Functions: Can serve up to 3,000 for banquet
 Parking Facilities: 4,000 cars
 Distance from Business District: Two and half miles

Hotel Texas (HSMA)

815 Main Street (Phone: ED 2-3151)
 Manager: Liston W. Slack
 Sales Manager: Kay Doty
 Convention Season: All year
 Largest Group Accommodated: 550 (250 rooms, 20 suites available)
 Air Conditioning: Banquet halls, bedrooms
 Convention Rates: Single: 5.00 to 12.50; Double: 7.50 to 16.00; Suites: 20.00 to 30.00
 No. Mtg. Rms. & Capacity of Largest: 17 (1,100)
 No. Banquet Rms. & Capacity of Largest: 17 (1,100)
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
 Liquor: Yes
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: Vary
 Net Exhibit Space: 6,200 sq. ft.
 Audio-Visual Aids: Easels, screen, PA system, spotlights
 Stage: Yes

Westbrook Hotel (HSMA)

Main to Houston at 4th (Phone: ED 5-3431)
 Manager: Geo. W. Putnam
 Convention Season: All year
 Largest Group Accommodated: 400 (150 rooms, 10 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 3.00 to 6.00; Double: 4.50 to 8.00; Suites: 10.00 to 16.00
 No. Mtg. Rms. & Capacity of Largest: 3 (80)
 No. Banquet Rms. & Capacity of Largest: 3 (80)
 Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.50
 Liquor: Not served in hotel
 Charges for Mtg. Rms.: 10.00 a day
 Charges for Exhibit Areas: 10.00 a day
 Net Exhibit Space: 2,000 sq. ft. on one floor

Western Hills Hotel (HSMA)

6451 Camp Bowle (Phone: PE 76644)
 Manager: A. N. Carvajal
 Convention Season: All year
 Largest Group Accommodated: 100 (50 rooms, 4 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 6.50 to 11.50; Double: 9.75 to 14.25; Suites: 30.00 to 40.00, European
 No. Mtg. Rms. & Capacity of Largest: 3 (100)
 No. Banquet Rms. & Capacity of Largest: 3 (75)
 Group Meal Rates: Breakfast: from 1.50; Lunch: from 1.95; Dinner: from 2.75
 Liquor: Not served in hotel
 Charges for Mtg. Rms.: 30.00
 Audio-Visual Aids: PA system, spotlights
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

GALVESTON

Railroads: So. Pac.; G.H. & H.; G.C. & S. Fe; M.K. & T.; M.P.; B.R.I.
 Airlines: TTA

CONVENTION BUREAU

Galveston Convention, Tourist & Publicity Bureau, Inc.
 Buccaneer Hotel
 Frank A. Widmann, Manager

AUDITORIUMS

Galveston Pleasure Pier

25th and Seawall Blvd. (Phone: SO 5-7559)

Gen. Manager: Howard Robbins
 Exhibit Areas: Exhibit Hall, 36,000 sq. ft.; Marine Room, 10,800 sq. ft.
 Rental Fees and Services: Marine Room, 210.00, includes sound and air conditioning, insurance, police; Exhibit Hall, 150.00 alone or 100.00 with use of Marine Room
 Floor Load: 400 lbs. per sq. ft. Ventilation: Marine Room, air conditioned; Exhibit Hall, forced draft
 Ceiling Height: 35 ft. and 26 ft. PA System: in each room
 Dimensions, Opening to Exhibit Hall: One, 20 by 16 ft.; eight, 10 by 12 ft.; door post removal for entry of cars in Marine Room
 Columns: None
 Utilities: All combinations and phases of power
 Loading Facilities: Ramp and loading dock
 Storage Areas: 3,200 sq. ft. adjacent to exhibit area
 Meeting Rooms and Capacities: Four rooms, 75 each; two rooms, 300 each; Marine Room, 3,000; plus partitioned Exhibit Hall
 Facilities for Food Functions: Can serve banquet up to 1,500
 Parking Facilities: Unlimited parking on Blvd. adjacent to Pier
 Distance from Business District: Two blocks from major hotels

Moody Convention Center

21st & 22d Streets & Boulevard (Phone: 2-9608)
 Manager: Irving Ducoff
 Exhibit Areas: Area A Exhibit Hall, 15,250 sq. ft.; Area B Exhibit Hall, 15,750 sq. ft.; A & B can be combined
 Rental Fees and Services: Area A, \$250. per day; Area B, \$250 per day; combined \$450. Give day to set up and one day to tear down. Lights, water, gas furnished and air conditioned
 Floor Load: 4000 lbs. to sq. in.
 Ventilation: Air conditioned
 Ceiling Height: 14 ft. 6 in.
 PA System: Yes
 Dimensions, Opening to Exhibit Hall: Three entrances; back entrance for pick-up trucks, 10 ft. high, 10' 6" wide
 No. of Elevators and Capacities: Street level, 3 escalators, 1 elevator 5,000 lbs.
 Columns, Locations and Dimensions: 26 ft.—1 ft. sq.
 Current and Utilities Available: Electricity, 110-220-440; gas and water
 Locations, Size of Storage Areas: 3 locations joining exhibit space (A, 22 x 40; B, 14 x 45; C, 30 x 34)
 Number of Meeting Rooms and Capacities: Six small, two large (six smalls: A—60 people, B—50 people, C—50 people, D—150 people, E—120 people, F—120 people; Convention Hall A seats 1,700, Convention Hall B seats 1,400 and a foyer between seats 400. Stage 50 x 90, 52 wires for shows
 Facilities for Food Functions: Kitchen built in, banquet for 2,200
 Parking Facilities: Parking lots
 Distance from Business District: 24 blocks from business district

Buccaneer Hotel

Tremont & Blvd. (Phone: 55561)
 Manager: Chris Gent
 Sales Manager: Jake Webster
 Convention Season: All year
 Largest Group Accommodated: 600 (350 rooms, 25 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 4.50 to 8.00; Double: 7.00 to 12.00; Suites: 16.00 to 30.00, European
 No. Mtg. Rms. & Capacity of Largest: 6 (700)
 No. Banquet Rms. & Capacity of Largest: 3 (350)
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
 Liquor: Package goods & temporary membership in private club
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 4,000 on one floor, additional 3,000
 Audio-Visual Aids: PA system, spotlights, 16mm projectors
 Stage: Available
 Sports Facilities: Golf, fishing, swimming pool
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

TEXAS

Houston continued

Hotel Galvez (HSMA)

21st & Beach Blvd. (Phone: SO 5-7721)
 Manager: Doyle Graham
 Sales Manager: Jake Webster
 Convention Season: All year
 Largest Group Accommodated: 600 (260 rooms, 22 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Winter—Single: 4.50 to 11.00; Double: 6.50 to 13.50; Suites: 15.00 to 50.00.
 Summer—Single: 5.50 to 12.00; Double: 9.50 to 13.50; Suites: 20.00 to 50.00, European
 No. Mtg. Rms. & Capacity of Largest: 11 (700)
 No. Banquet Rms. & Capacity of Largest: 5 (500)
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
 Liquor: Package store
 Audio-Visual Aids: PA system, 16mm projectors, spotlights
 Stage: Available
 Sports Facilities: Pool, beach
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Jack Tar Hotel (HSMA)

6th & Blvd. (Phone: Southfield 3-4354)
 Manager: Charles A. Jones
 Sales Manager: Jes Torben
 Convention Season: All year
 Largest Group Accommodated: 400
 Air Conditioning: Entire hotel
 Convention Rates: Single: 7.00 to 15.00; Double: 8.00 to 20.00; Suites: 15.00 to 22.00, European
 No. Mtg. Rms. & Capacity of Largest: 5 (400)
 No. Banquet Rms. & Capacity of Largest: 5 (350)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 7,088 on one floor, part included in meeting areas
 Audio-Visual Aids: PA system, spotlights, 16mm projector, screen, slide projector
 Stage: Available
 Sports Facilities: Shuffleboard, swimming in pool or golf, deep sea fishing
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Jean Lafitte Hotel

Moody Ave. and Church (Phone: 3-4301)
 Manager: Austin Frame
 Convention Season: All year
 Largest Group Accommodated: 200 (200 rooms available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 5.00 to 7.00; Double: 7.50 to 10.00; Suites: 15.00 to 28.50, European
 No. Mtg. Rms. & Capacity of Largest: 3 (125)
 No. Banquet Rms. & Capacity of Largest: 3 (100)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: from 10.00
 Net Exhibit Space: On one floor
 Audio-Visual Aids: PA system
 Sports Facilities: Swimming, fishing, bowling, boating golfing
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Seahorse Hotel

3400 Boulevard (Phone: 3-2433)
 Manager: John W. McCann
 Convention Season: Sept. through May
 Largest Group Accommodated: 250 (100 rooms, 17 suites available)
 Air Conditioning: Banquet halls, meeting rooms, all bedrooms
 Convention Rates: Single: 6.00 to 10.00; Double: 9.00 to 13.00; Suites: 20.00 to 27.00, European
 No. Mtg. Rms. & Capacity of Largest: 3 (200)
 No. Banquet Rms. & Capacity of Largest: 3 (200)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.75; Dinner: 2.50
 Liquor: Bottle only
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 3,000 sq. ft. on one floor
 Audio-Visual Aids: PA system
 Sports Facilities: Swimming pool

Railroads: So. Pac.; G.H. & H.; B.R.I.; M.P.
 G.C. & St. Fe; M. K. & T.; H.B. & T.
 Airlines: AAL, BNF, CAL, DAL, EAL, KLM, NAL, PAA, TTA

CONVENTION BUREAU

Houston Convention Department
 Tennessee Bldg. (11)
 W. J. Jones, Manager

AUDITORIUM

Sam Houston Coliseum

Civic Center (Capitol 2-9351) Ext 561
 Manager: Frances R. Deering
 Exhibit Areas: Coliseum, 51,000 sq. ft.; Exposition Bldg., 83,000 sq. ft.; Auditorium, 11,000 sq. ft.
 Rental Fees and Services: Coliseum, 650.00, Exposition Bldg., 400.00; Auditorium, 250.00, Rent includes janitor service, house electrician and engineer
 Floor Load: Unlimited
 Ventilation: Coliseum air conditioned, Exposition Bldg. air conditioned
 Ceiling Height: Coliseum 50 ft.; Exposition Bldg., 14 ft.; Auditorium, 50 ft.
 PA System: Coliseum and Exposition Bldg., \$25 per day plus operator, 12.00 each four hours; Auditorium, 18.00 each four hours
 Dimensions, Opening to Exhibit Hall: Coliseum, 15 ft. wide by 16 ft. high; Exposition Bldg., 20 ft. wide by 11 ft. high
 Columns: Sides of Coliseum and throughout Exposition Bldg., 25 ft. centers
 Loading Facilities: Unlimited
 Storage Areas: Annex, basement, 50,000 sq. ft.
 Meeting Rooms and Capacities: Six small committee rooms, 25 to 200; Music Hall (adjoining Coliseum), 3,044 seats. Coliseum, 13,000
 Facilities for Food Functions: Facilities for banquets up to 3,000
 Parking Facilities: Lots adjoining Coliseum, 1,500 cars
 Distance from Business District: Four blocks

Rice Hotel (HSMA)

Main and Texas (Phone: Capitol 7-2111)
 Resident Manager: Max E. Peck
 Sales Manager: Sid Hopkins
 Convention Season: All year
 Largest Group Accommodated: 1,400 (600 rooms, 100 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 6.00-13.50; Double: 9.50-14.00; Suites: 20.00-35.00 for one person, European
 No. Mtg. Rms. & Capacity of Largest: 20 (1,600)
 No. Banquet Rms.: 20
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None if headquarters
 Charges for Exhibit Areas: Variable
 Net Exhibit Space: 33,000 on one floor, including in meeting areas
 Audio-Visual Aids: PA system, spotlights, slide projectors, 16mm sound projector, tape recorder, hi-fi turn table
 Stage: Yes
 Hotel Representative: Utell International (see pg. 29)

Shamrock Hilton Hotel (HSMA)

See Advertisement, Page 33

Main & Holcomb Blvd. (Phone: Madison 3-9211)
 Manager: Porter P. Parris
 Sales Manager: Clifford Ewens
 Convention Season: All year
 Largest Group Accommodated: 800 (450 rooms, 55 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 8.00 to 12.00; Double: 10.00 to 16.00; Suites: 25.00 to 70.00, European
 No. Mtg. Rms. & Capacity of Largest: 13 (1,400)
 No. Banquet Rms. & Capacity of Largest: 13 (1,000)
 Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
 Liquor: Only in private function rooms
 Charges for Mtg. Rms.: None
 Net Exhibit Space: 35,000 sq. ft. on one floor, additional area
 Audio-Visual Aids: PA system, spotlights, screens, blackout switches
 Stage: Available
 Sports Facilities: Pool, tennis courts

LAREDO

Railroads: M.P.; Nat. of Mex.; T.M.
 Airlines: CMA, TTA

Hamilton Hotel

815 Salinas (Phone: 3-7421)
 Manager: C. W. Points

Convention Season: All year, except Feb. 20-22, Nov. 1-6
 Largest Group Accommodated: 250 (125 rooms, 5 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 4.00 to 7.00; Double: 6.00 to 10.00; Suites: 20.00 to 30.00, European
 No. Mtg. Rms. & Capacity of Largest: 5 (300)
 No. Banquet Rms. & Capacity of Largest: 5 (300)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
 Liquor: Wine and beer
 Charges for Mtg. Rms.: 10.00
 Charges for Exhibit Areas: 10.00
 Net Exhibit Space: 600 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Available

Plaza Hotel

904 Hidalgo Street (Phone: 3-4311) (Teletype: 238)
 Manager: Bud G'Sell
 Convention Season: All year
 Largest Group Accommodated: 150 (75 rooms, 4 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 4.00 to 10.50; Double: 6.00 to 10.51; Suites: 16.50 to 19.00, European
 No. Mtg. Rms. & Capacity of Largest: 2 (150)
 No. Banquet Rms. & Capacity of Largest: 1 (130)
 Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
 Liquor: Served by the bottle
 Charges for Mtg. Rms.: 20.00
 Charges for Exhibit Areas: 6.50
 Net Exhibit Space: 1,100 feet on one floor, additional area
 Audio-Visual Aids: PA system
 Stage: Available

LUBBOCK

Railroads: Ft. W. & D. C.; S. Fe.
 Airlines: BNF, CAL, CEN

AUDITORIUMS

Fair Park Coliseum

P. O. Box 561 (Phone: PO 3-4666)
 Manager: A. B. Davis
 Exhibit Areas: 10,000 sq. ft.
 Services included in Rent: For commercial use: \$200 per day plus 15% of gross daily ticket sales above \$1,333, plus \$25 clean-up charges
 Floor Load: Unlimited
 Ventilation: Evaporative cooling
 Ceiling Height: 34 ft., 5 inches
 PA System: Yes
 Dimensions, Opening to Exhibit Hall: 10 ft. by 10 ft.; 10 ft. by 12 ft.
 Columns: Three 10" x 10" columns on either side of arena
 Utilities: Electricity, water, gas
 Facilities for Food Functions: Banquet for 900
 Parking Facilities: Available
 Distance from Business District: Seven blocks

Municipal Auditorium-Coliseum

c/o City Hall (Phone: PO 3-4080)
 Manager: David T. Blackburn
 Exhibit Areas: Arena floor (Coliseum) 20,000 sq. ft.; Concourse (Coliseum) 22,050 sq. ft.
 Ceiling Height: Auditorium, 65 ft., Coliseum, 85 ft.
 Ventilation: Auditorium, air-conditioned, Coliseum, blowers
 Dimensions, Opening to Exhibit Hall: 48 ft. stage opening, two truck entrances
 Columns: None
 Utilities: AC and DC current, water
 Loading Facilities: Truck entrances to Coliseum
 Storage Areas: Limited
 Meeting Rooms and Capacities: 3 rooms for 200
 Facilities for Food Functions: Banquet for 2,000
 Parking Facilities: Lot for 2,000 cars adjacent
 Distance from Business District: Two miles

Hotel Lubbock

1204 Broadway (Phone: PO 5-9331; Teletype: LU 810)
 Manager: Harold W. Flynn
 Sales Manager: Mack Farnsworth
 Convention Season: All year
 Largest Group Accommodated: 350 (175 rooms, 9 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 4.50 to 8.50; Double: 6.50-10.50; Suites: 15.00 to 20.00, European
 No. Mtg. Rms. & Capacity of Largest: 7 (500)
 No. Banquet Rms. & Capacity of Largest: 7 (225)
 Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.00
 Liquor: May be brought to hotel
 Charges for Mtg. Rms.: None

HOUSTON

Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor, included in meeting area
Audio-Visual Aids: PA system, blackboards, screen

MINERAL WELLS

Railroads: Texas & Pacific

Baker Hotel (HSMA)

(Phone: FAirfax 5-3331)
Sales Manager: R. J. "Skeet" Walton
Convention Season: All year
Largest Group Accommodated: 700 (450 rooms available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 12.00; Double: 8.00 to 15.00; Suites: 15.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 13 (1,000)
No. Banquet Rms. & Capacity of Largest: 13 (800)
Liquor: Only beer served; guests furnish own liquor
Charges for Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels, screens
Stage: Available

SAN ANGELO

Railroads: Santa Fe
Airlines: CAL, TTA

Hotel Cactus

Oakes at Twelfth (Phone: 6921)
Manager: W. O. Stewart
Sales Manager: Walter C. Miller
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms and 2 suites available)
Convention Rates: Single: from 4.00; Double: from 6.00; Suites: 13.00
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.50

Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Audio-Visual Aids: PA system
Stage: Available
Sports Facilities: Swimming, fishing, golf

SAN ANTONIO

Railroads: So. Pac.; M.P.; M.K. & T.
Airlines: AAL, BNF, CAL, EAL, TTA

CONVENTION BUREAU

San Antonio Chamber of Commerce
Navarro & Market Sts.
Harold Robbins, Convention Manager

AUDITORIUMS

Joe Freeman Coliseum

3201 E. Houston St. (Phone: CA 4-6080)
Manager: E. W. Bickett
Exhibit Areas: Inside area: 29,891 sq. ft.; Concourse: 12,600 sq. ft.; Under roof exclusive of livestock area: 338,000 sq. ft.; Outside area: 332,000 sq. ft.
Rental Fees and Services: 850.00 per day plus utility charges based on meter flow
Floor Load: 500 lbs. per sq. ft.
Ventilation: Forced air
Ceiling Height: 90 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: Will accommodate tractor-semi tractor
Current and Utilities Available: Water, gas, electricity—110, 220, 440 volt
Loading Facilities: Yes
Railroad Sidings: Yes—Exposition Texas
Storage Areas: Yes
Number of Meeting Rooms and Capacities: 10 (200)
Facilities to Handle Food Functions: Banquet for 4,000
Parking Facilities: 3,000 cars
Distance from Business District: 4 miles

Municipal Auditorium

100 Auditorium Circle (CA 4-4522)
Manager: S. Wolf
Exhibit Areas: 20,000 sq. ft. in basement

Rental Fees and Services: Main Auditorium, \$250 per day; basement, \$100
Ventilation: Air conditioned
Ceiling Height: 70 ft. PA System: Throughout
Dimensions, Opening to Exhibit Hall: 10 ft.
Columns: 20 columns in basement, 18 in. by 18 in.
Utilities: Electricity, gas, water
Loading Facilities: Stage doors, basement ramps
Storage Areas: Back of building
Meeting Rooms and Capacities: Two rooms, 250 capacity \$10 per morning, \$15 per evening
Facilities for Food Functions: Handled by concessionaire
Parking Facilities: 500 cars
Distance from Business District: In business district

Villita Assembly Building

401 Villita St. (Phone: CA 2-0252)
Manager: O. K. Jackson
Exhibit Areas: Basement: 12,800 sq. ft.; Main floor: 12,667 sq. ft.
Rental Fees and Services: 250.00 first day, 200.00 second day, 150.00 after, 75.00 moving in and out charge. Includes building utilities. Metered charges on extras
Floor Load: 100 lbs. per sq. ft.
Ventilation: Air conditioned
Ceiling Height: Main floor: 17 to 29 ft.; lower floor: 11 ft.
PA System: Yes
Dimensions, Opening to Exhibit Hall: 8 ft. high, 9 ft. wide
No. of Elevators and Capacities: One, 4,500 lbs. (10'x12'x7')
Columns, Location and Dimensions: Lower floor only. Request plans
Current and Utilities Available: Hot and cold water, gas, 115-208 volts. Sewer drains both floors. Additional power available
Loading Facilities: Driveway into building, loading dock
Location, Size of Storage Areas: Raceways in basement, 1,872 sq. ft.
Number of Meeting Rooms and Capacities: 6 (2,000 theater style)
Facilities to Handle Food Functions: Banquet for 1,300
Parking Facilities: 4 adjacent parking lots
Distance from Business District: Downtown

Gunter Hotel

205 E. Houston Street (Phone: Capitol 7-3241)



MUNICIPAL AUDITORIUM
Seats 6,065 — Exhibits 12,600 sq. ft.



VILLITA AUDITORIUM
Seats 1,850 — Exhibits 12,667 sq. ft.



COLISEUM — Seats 11,540
Arena-Concourse Exhibits 42,491 sq. ft.
Other Covered Areas 338,000 sq. ft.

Added Attractions That Will Build Added Attendance

San Antonio has everything needed to make your convention, sales meeting or trade-show a huge success.

Last year 197 meetings were held here with an attendance exceeding 94,250. Many of these groups have selected San Antonio consistently year-after-year.

HOTELS are unexcelled and can provide 2400 air conditioned rooms. Some of the finest motels in the nation located here offer hundreds of additional rooms.

ENTERTAINMENT that is distinctively different can be staged indoors or at one of San Antonio's outdoor theatres.

Out of San Antonio's rich historical heritage is pleasantly

blended a modern dynamic city of over half a million. Everywhere are interesting things to see and do—

added attractions that will build added attendance for any meeting. The famed Alamo; Mission San Jose, a National historic site and three other ancient missions—the charm of restored La Villita and the Spanish Governors' Palace—air might displayed at Randolph, Kelly, Brooks and Lackland Air Force Bases—beautiful parks and plazas—interesting old homes and unusual museums.

Side trips can be planned to nearby dude ranches, or to old Mexico.

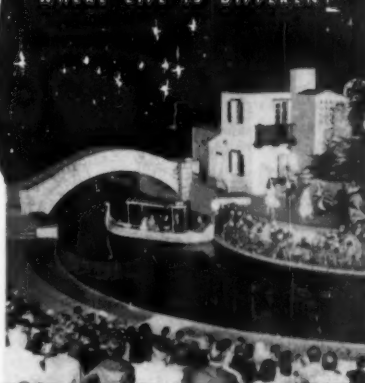
Trained personnel will work with you to make your meeting an outstanding success regardless of its size. Get the facts today.

MUNICIPAL INFORMATION BUREAU, CONVENTIONS DEPARTMENT

153G Navarro St. • San Antonio, Texas

San Antonio

WHERE LIFE IS DIFFERENT



TEXAS

San Antonio continued

Manager: Omer Elliott
Sales Manager: Bob Jutson
Convention Season: All year
Largest Group Accommodated: 650 (300 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 10.00; Double: 7.50 to 16.00; Suites: 20.00 to 65.00
No. Mtg. Rms. & Capacity of Largest: 11 (950)
No. Banquet Rms. & Capacity of Largest: 11 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 1.75; Dinner: 2.50
Liquor: Available for private parties
Charges for Mtg. Rms.: None to convention groups or when food served
Charges for Exhibit Areas: 30.00 per booth 8' x 10'
Net Exhibit Space: 10,358 on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, screens, blackboards, bulletin boards, all types of projectors on rental basis
Stage: Available

Hilton Hotel (HSMA)

See Advertisement, Page 33

309 S. St. Mary's Street (Phone: Capital 6-3271; Teletype: SA-36)
Manager: Tom L. Powell
Sales Manager: Gerald I. Jacobs
Convention Season: All year
Largest Group Accommodated: 1,000 (425 rooms, 55 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00 to 9.00; Double: 8.00 to 14.00; Suites: 22.00 to 35.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (2,500)
No. Banquet Rms. & Capacity of Largest: 12 (1,500)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.75
Liquor: Bottles and cocktail parties
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 15.00 per exhibit for duration of convention
Net Exhibit Space: 25,000 sq. ft. on two levels, additional area
Audio-Visual Aids: PA system, spotlights, closed-circuit TV, projectors available on rental basis
Stage: Available
Sports Facilities: Two swimming pools

Menger Hotel

Alamo Plaza (Phone: Capital 34361)
Manager: Ernst V. Kunz
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms, 20 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50 to 8.50; Double: 8.50 to 12.00; Suites: 16.00 to 30.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Must bring own bottles
Charges for Mtg. Rms.: 10.00 to 100.00
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool

St. Anthony Hotel

Manager: Jack Hamilton
Sales Manager: Don Haynes
Convention Season: All year
Largest Group Accommodated: 375 (150 rooms, 20 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 6.50-9.00; Double: 8.50-11.50; Suites: 20.00-44.00, European
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms.: 9
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
Liquor: Package store
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes

WACO

Railroads: M.P.; So. Pac.; T. El.; M.K. & T.; St. L.S.W.
Airlines: BNF, CAL

AUDITORIUM

Hearst O' Texas Coliseum

Bosque Blvd. & Lake Air Dr. (Phone: Plaza 2-6551)

Manager: Leon B. Dollens, Jr.
Exhibit Areas: Total 100,000 sq. ft.; Main Arena, 46,000 sq. ft.; East Concourse, 12,000 sq. ft.; West Concourse, 12,000 sq. ft.; Annex, 6,500 sq. ft.; Exhibits Building, 24,000 sq. ft.
Rental Fees and Services: \$300 per day, services extra
Floor Load: Unlimited Ventilation: Mechanical
Ceiling Height: 70 ft. to 76 ft.
PA System: Excellent
Dimensions, Opening to Exhibit Hall: 16 ft. by 16 ft.; 12 ft. by 12 ft.
Columns: None
Utilities: Natural gas, water available; current up to 440 3-phase
Loading Facilities: Ramps
Storage Areas: 26,503 sq. ft.
Meeting Rooms and Capacities: Three, 25 to 11,000
Facilities for Food Function and Banquet Capacity: Can handle banquets up to 4,000
Parking Facilities: Free parking for 15,000 cars adjacent to building
Distance from Business District: Four miles from heart of city

Roosevelt Hotel

Austin at 4th St. (Phone: Plaza 4-1411)
Manager: Joe Hahn
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 7 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 3.75-9.50; Double: 6.25-12.00; Suites: 17.50-33.50, European
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: from 7.50
Charges for Exhibit Areas: from 7.50
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboard, easel, screen

UTAH

OGDEN

Railroads: Bamb. RR. Co.; So. Pac.; U. Pac.; D. & R.G.W.
Airlines: WCA

Ben Lomond Hotel

411-25th St. (Phone: EXport 4-5761)
Manager: Campbell Eccles
Sales Manager: Leon Taylor
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms, 6 suites available)
Air Conditioning: 21 bedrooms, banquet halls
Convention Rates: Single: 5.50-9.50; Double: 7.00-11.00; Suites: 14.00-18.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 6 (345)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 2.50
Liquor: Beer and setups only
Charges for Mtg. Rms.: 5.00 to 25.00
Charges for Exhibit Areas: 5.00 to 25.00
Net Exhibit Space: 1,500 sq. ft. on one floor, additional area
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Horseback riding, golf, skiing

SALT LAKE CITY

Railroads: D. & R.G.W.; S.L.G. & W.; U.P.; W.P.; Bamb. R.R. Co.
Airlines: BAL, BNF, FAL, UAL, WAL, WCA

CONVENTION BUREAU

Convention Bureau
P.O. Box 329
William D. Backman, Manager

Newhouse Hotel (HSMA)

See Advertisement, Page 56

4th South & Main Sts. (Phone: DAVIS 8-8366)
Manager: C. W. Gaskell
Sales Manager: Miss Irene C. Sweeney
Convention Season: All year
Largest Group Accommodated: 425 (200 rooms, 15 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.50-15.00; Double: 8.50-18.00; Suites: 22.00-37.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)

No. Banquet Rms.: 10
Group Meal Rates: Breakfast: 1.75; Lunch: 1.75; Dinner: 2.75
Liquor: Set ups only
Charges for Mtg. Rms.: 10.00 to 50.00
Charges for Exhibit Areas: 20.00 to 75.00
Net Exhibit Space: 15,000 on more than one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available

Hotel Utah & Motor Lodge (HSMA)

Main at S. Temple (Phone: DAVIS 8-9114)
Manager: Max Carpenter
Sales Manager: Don Utley
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms, 12 suites available)
Air Conditioning: Banquet and meeting rooms, some bedrooms
Convention Rates: Single: 8.00-15.00; Double: 10.00-18.00; Suites: 25.00-35.00
No. Mtg. Rms. & Capacity of Largest: 22 (1,500)
No. Banquet Rms.: 22
Group Meal Rates: Breakfast: from 1.75; Lunch: from 2.25; Dinner: 3.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: 10.00-150.00; none if food is served
Net Exhibit Space: 23,740 sq. ft. in Motor Lodge
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Bowling, swimming

VERMONT

BURLINGTON

Railroads: Cent. Vt.; Rut.
Airlines: EAL, NEA

Hotel Vermont

131 Main Street (Phone: 4-5711)
Manager: John J. Hyland, Jr.
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 6 suites available)
Air Conditioning: One banquet hall
Convention Rates: Single: 3.50 to 7.50; Double: 5.50 to 12.00; Suites: 21.00 to 33.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 25.00
Charges for Exhibit Areas: 5.00 to 25.00
Net Exhibit Space: 7,456, on more than one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, projectors available on rental basis
Stage: Available
Sports Facilities: Fishing, swimming, skiing, skating, golfing, horseback riding

MANCHESTER

Railroads: Rut.

Equinox House

(Phone: 40)
President: John J. Dewey
Dir. of Sales: John B. Ferguson
Convention Season: Mid-May to mid-July; Labor Day to late Oct.
Largest Group Accommodated: 402 (270 rooms, 16 suites available)
Convention Rates: Single: 18.00 to 20.00; Double: 34.00 to 40.00; Suites: 49.00 to 54.00, American
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 4 (490)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 20.00 per day
Net Exhibit Space: 4,400 on one floor, additional area
Audio-Visual Aids: PA system, spotlights, projector and screens
Stage: Available
Sports Facilities: Championship golf course, swimming pool, trout fishing lake, pitch and putt course, softball field, croquet, badminton, ping pong
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

RUTLAND

Bus Service: White River Bus; Vt. Transit Lines
Airlines: EAL

Long Trail Lodge

See Advertisement, Pages 30, 31

Pico Peak (Phone: Prospect 3-6310)
Manager: G. E. Wright
Sales Manager: D. F. Treadway
Convention Season: June 1 to Oct. 17
Largest Group Accommodated: 60 (20 rooms, 7
suites available)
Convention Rates: Single: 9.50 to 15.00; Double:
18.50 to 25.00; Suites: 25.00 to 28.00, American
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms. & Capacity of Largest: 2 (165)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25;
Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor, part
included in meeting areas
Audio-Visual Aids: PA system, spotlight, 16mm
sound B&H and 35mm slide projector

VIRGINIA

FORT MONROE

Railroads: C. & O.
Airlines: Served through Newport News

Chamberlin Hotel

(Phone: Hampton Park 3-4511; Telegraph TWX 264)
Manager: John T. Brindley
Sales Manager: Christian Munt
Convention Season: All year
Largest Group Accommodated: 525 (250 rooms,
25 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 6.00 to 10.00; Double:
10.00 to 15.00; Suites: 20.00 to 30.00
No. Mtg. Rms. & Capacity of Largest: 14 (700)
No. Banquet Rms. & Capacity of Largest: 6 (520)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00;
Dinner: 3.50
Liquor: Beer, wine, champagne
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 27,000 sq. ft. on one floor,
additional area
Audio-Visual Aids: PA system, spotlights, movie
screens, bulletins, blackboards
Stage: Available
Sports Facilities: Swimming, tennis, golf horse
back, fishing

HOT SPRINGS

Railroads: Ches. & O.

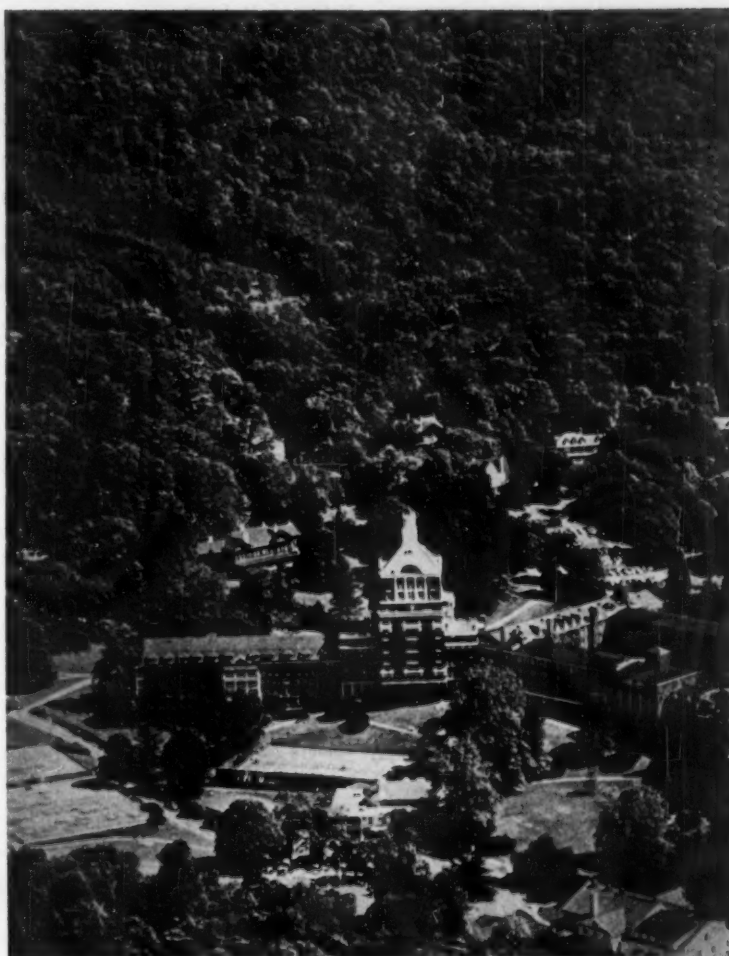
The Homestead (HSMA)

See Advertisement, Page 205

(Phone: LD 1)
V. P. & Gen. Manager: Thomas J. Lannon
Sales Manager: James L. Newcomb
Convention Season: All year except August
Largest Group Accommodated: to 600 (depending
on time of year)
Air Conditioning: 2 banquet halls
Convention Rates: Single: 18.00 to 25.00; Double:
34.00 to 46.00; Suites: 12.00 to 17.00 extra,
American
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 8 (600)
Liquor: Private parties in private room may be
served own liquor
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Variable
Audio-Visual Aids: PA system, spotlights, standard
slide and movie projectors
Stage: Available
Sports Facilities: Golf, tennis, skeet, swimming
fishing, riding, lawn bowling, ice skating, skiing
Hotel Representative: Leonard Hicks, Jr. and
Associates, Inc. (see pg. 29)

NATURAL BRIDGE

Railroads: Nor. & W.; C. & O.



High in the Virginia Alleghanies

is one of the most satisfying spots in the world to hold a group meeting. The Homestead's smooth service and modern facilities free your serious, working meetings of all distractions. After hours, your group can enjoy itself in scores of ways. The dining and dancing hours are gay. There are golf courses, swimming pools, riding, fishing, shooting and other sports to be enjoyed. All winter long, the skiing and skating are fine, thanks to man-made snow and the Homestead's complete winter sports program. You will be glad you came.

THE
HOMESTEAD
HOT SPRINGS, Virginia

VIRGINIA

Natural Bridge continued

Natural Bridge Hotel

(Phone: 3666)
Gen. Manager: J. N. Hunter
Manager: J. H. Kelley, Jr.
Convention Season: All year
Largest Group Accommodated: 200 (4 rooms, 275 suites available)
Air Conditioning: Some bedrooms, banquet halls
Convention Rates: Single: 5.00 to 7.00; Double: 7.00 to 10.00; Suites: 12.00 to 20.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm projector and screen
Stage: Available
Sports Facilities: Swimming, table tennis, shuffleboard, golf nearby, fishing

NORFOLK

Railroads: N. & W.; Penna.; A.C.L.; C. & O.
N. So.; S.A.L.; So. Ry.; Virg.
Airlines: CAP, NAL, PAI

CONVENTION BUREAU

Convention Bureau
Norfolk Chamber of Commerce
269 Boush St. (Phone: MADison 2-2312)
William B. Lillyman, Director

AUDITORIUM

Norfolk Municipal Auditorium

9th and Granby Sts. (Phone: MA 5-1600)

Manager: E. M. French
Exhibit Areas: Arena, 10,000 sq. ft.; stage, 2,356 sq. ft.; Lobby, 540
Rental Fees: Meetings, Arena \$200 per day; Theatre \$100 per day. Lights, heat, water, air conditioning, kitchen, parking
Ventilation: Air conditioning
Ceiling Height: 30 ft. PA System: RCA system
Dimensions, Opening to Exhibit Hall: 7 ft. wide x 8 ft. high
Columns: None
Utilities: 110 and 220 AC current
Ramp door: 7' x 10'
Loading Facilities: Drive indoor—7' x 8'; ramp door—7' x 10'
Storage Areas: Main Floor—3 (10 ft. by 50 ft.)
Meeting Rooms and Capacities: One, 1,832
Facilities for Food Functions: Caterer can set up banquet for 1,250
Parking Facilities: 900 cars
Distance from Business District: Three blocks

Commodore Maury Hotel

Granby & Freemason Sts. (Phone: MADison 2-6682)
Manager: J. Robert Gracey
Convention Season: All year
Largest Group Accommodated: 400 (172 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00-9.00; Double: 10.00-12.00; Suites: 24.00-36.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.25; Dinner: 2.25
Liquor: Not served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 7,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Portable (12' x 6')

The Fairfax Hotel

117 W. City Hall Ave. (Phone: MADison 7-6411)
Manager: William Leach
Convention Season: All year
Largest Group Accommodated: 175 (100 rooms available)

Air Conditioning: Banquet rooms, bedrooms
Convention Rates: Single: 3.00; Double: 7.00-9.00
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 2.50
Liquor: Wine and beer only
Sports Facilities: 2 golf courses (9 miles), tennis, horseshoes, shuffleboard, trout fishing
Charges for Mtg. Rms.: None if meals served
Charges for Exhibit Areas: 25.00 to 100.00
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Fishing, golf, tennis, swimming nearby

Jefferson Hotel

232 W. Bute St. (Phone: MADison 7-5477)
Manager: B. Baydush
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms, 2 suites available)
Air Conditioning: Bedrooms
Convention Rates: Single: 4.50-7.00; Double: 6.50-10.00; Suites: 12.50-17.00, European
No. Mtg. Rms. & Capacity of Largest: 2 (50)
Liquor: Not served in hotel
Charges for Mtg. Rms.: 20.00
Charges for Exhibit Areas: 20.00
Sports Facilities: Tennis, golf, swimming nearby

Monticello Hotel

City Hall and Granby Sts. (Phone: MA 24321)
Manager: C. S. Crocker
Sales Manager: Don Ward
Convention Season: All year
Largest Group Accommodated: 500 (285 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50 to 8.00; Double: 8.00 to 12.00; Suites: 19.00 to 22.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 10,000 on two floors, included in meeting area
Audio-Visual Aids: PA system, spotlights
Stage: Yes (48' x 8')
Sports Facilities: Beaches and golf courses nearby

Nansemond Hotel

236 West Ocean View Avenue (JUstice 8-1314)
Manager: Marguerite N. Flynn
Convention Season: All year
Largest Group Accommodated: 230 (100 rooms, 4 suites available)
Air Conditioning: Banquet rooms, 50% of the bedrooms
Convention Rates: Sept. to May—Single: 4.50-7.00; Double: 7.00-10.00; Suites: 14.00-18.00—June to Aug.—Single: 5.50-12.50; Double: 8.00-16.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Group Meal Rates: Breakfast: 1.00; Lunch: 1.50; Dinner: 3.00
Liquor: Not served in hotel
Charges for Mtg. Rms.: None for conventions
Charges for Exhibit Areas: None
Audio-Visual Aids: 16mm projectors, PA system, spotlights
Stage: Yes
Sports Facilities: Golf, swimming, bowling, fishing, boating

Thomas Nelson Hotel

245 Granby St. (Phone: MADison 2-4341)
Manager: P. M. Nunn
Convention Season: All year
Largest Group Accommodated: 200 (75 rooms, 2 suites available)
Air Conditioning: 60% bedrooms
Convention Rates: Single: 5.00-7.50; Double: 7.00-10.00; Suites: 12.00-15.00, European
Liquor: Not served in hotel
Sports Facilities: Golf, swimming nearby

JOHN MARSHALL

Virginia's largest and finest hotel, featuring everything you need—near to everything.



The Hotel that Hospitality Built

Look all over the world, but chances are you'll find that personal charm and hospitality that assures a successful convention at the John Marshall Hotel in Richmond, Va. 500 rooms with private baths, ten conference rooms, 1,000 capacity Virginia Room, and 500 capacity Roof Garden.

Perhaps your next convention is planned for the seashore . . . If so, let us tell you about the exquisite Chamberlin Hotel, Old Point Comfort, Fort Monroe, Virginia.

Christian Munt — Director of Sales, will be pleased to assist you.
Richmond Hotels, Inc. Richmond, Va.

RICHMOND

Railroads: A.C.L.; C. & O.; S.A.L.; So. Ry.
R.F. & P.
Airlines: AAL, CAP, EAL, PAI, NAL

AUDITORIUMS

Mosque Auditorium

Laurel and Main Sts. (Phone: Milton 7-711, Ext. 527)

Manager: A. G. Anthony
Exhibit Areas: 16,000 sq. ft.

Rental Fees and Services: Auditoriums for conventions: 200.00 per day; Ballroom, 200.00 per day for exhibits. When Auditorium and Ballroom are both used, Ballroom rental is 50.00 per day. Rentals include janitor service, heat, light and water

Floor Load: Unlimited. Ventilation: Large exhaust and blow fans
Ceiling Height: 12 ft.

PA System: None

Loading Facilities: Ramp to Exhibit Hall

Meeting Rooms and Capacities: 2 rooms for 40 and 75 persons

Distance from Business District: One mile

Richmond Arena

(Phone: Elgin 8-1642)

Manager: C. W. Hudson

Exhibit Areas: Two areas: Area A, 20,000 sq. ft. with maple floors; area B, 45,000 sq. ft. with concrete floors. All on one floor, street level

Floor Load: 8 are unlimited

Ceiling Height: area A, 37 ft.; area B, 21 ft.

PA System: Yes

Columns: area A, no columns; area B, girders 20 ft. apart

Utilities: AC 110, 220 current

Loading Facilities: Drive-in unloading

Meeting Rooms and Capacities: 3 rooms

Facilities for Food Functions: Two concessions

Parking Facilities: Lot for 4,000 cars

Distance from Business District: One mile

Jefferson & Main Sts. (Phone: 3-3411)

Managing Director: James M. Powell

Sales Manager: John M. Yates

Convention Season: All year

Largest Group Accommodated: 450 (225 rooms, 10 suites available)

Air Conditioning: 165 bedrooms, banquet and meeting rooms

Convention Rates: Single: 5.50-11.00; Double: 9.50-15.00; Suites: 11.00-25.00, European

No. Mtg. Rms. & Capacity of Largest: 15 (1,000)

No. Banquet Rms. & Capacity of Largest: 15 (1,000)

Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 3.00

Liquor: Not served in hotel

Charges for Mtg. Rms.: None if hotel convention headquarters

Charges for Exhibit Areas: None

Net Exhibit Space: 13,201 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights, 2 screens

Stage: 14' x 24'

Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

John Marshall Hotel (HSMA)

See Advertisement, Page 206

5th & Franklin Sts. (Phone: 7-4661)

Manager: Walter Herrmann

Sales Manager: Christian Munt

Convention Season: All year

Largest Group Accommodated: 1,000 (487 rooms, 23 suites available)

Air Conditioning: 350 bedrooms, banquet and meeting rooms

Convention Rates: Single: 6.00-13.50; Double: 8.50 to 16.00; Suites: 22.50 to 27.50

No. Mtg. Rms. & Capacity of Largest: 10 (1,000)

No. Banquet Rms. & Capacity of Largest: 10 (1,000)

Group Meal Rates: Breakfast: from 1.25; Lunch: from 2.25; Dinner: from 2.75

Liquor: Beer and wine only, liquor at state stores

Charges for Mtg. Rms.: None

Audio-Visual Aids: PA system, spotlights, movie screen

Stage: Available

Hotel King Carter (HSMA)

See Advertisement, Page 206

8th & Broad Sts. (Phone: MI 3-1831)

Manager: D. E. Spry

Sales Manager: Christian Munt

Convention Season: All year

Largest Group Accommodated: 400 (250 rooms, 5 suites available)

Air Conditioning: 150 bedrooms, banquet halls

Convention Rates: Single: 4.00 to 7.00; Double: 6.00 to 10.00; Suites: 15.00 to 17.00, European

No. Mtg. Rms. & Capacity of Largest: 2 (100)

No. Banquet Rms. & Capacity of Largest: 2 (100)

Group Meal Rates: Breakfast: from .55; Lunch: from .65; Dinner: from 1.00

Liquor: Beer and wines only, liquor at State store

Charges for Mtg. Rms.: Variable

Charges for Exhibit Areas: Variable

Richmond Hotel (HSMA)

See Advertisement, Page 206

9th & Grace Sts. (Phone: MI 3-731)

Manager: Harry A. Simkins

Sales Manager: Chris Munt

Convention Season: All year

Largest Group Accommodated: 350 (300 rooms, 7 suites available)

Air Conditioning: Bedrooms, some banquet halls

Convention Rates: Single: 5.50 to 7.00; Double: 6.50 to 8.00; Twins: 9.00 to 11.50; Suites: 18.00 to 22.50

No. Mtg. Rms. & Capacity of Largest: 6 (400)

No. Banquet Rms. & Capacity of Largest: 6 (400)

Group Meal Rates: Breakfast: 1.00 to 1.50; Lunch: 2.00 to 4.00; Dinner: 2.75 to 6.00

Liquor: Not served in hotel

Charges for Mtg. Rms.: None if food is served

Audio-Visual Aids: PA system

Stage: Available

Sports Facilities: All seasonal sports

William Byrd Hotel (HSMA)

See Advertisement, Page 206

2501 W. Broad St. (Elgin 8-1571)

Manager: Lafayette Maxey

Sales Manager: Christian Munt

Convention Season: All year

Largest Group Accommodated: 175 (220 rooms, 5 suites available)

Air Conditioning: 100 bedrooms, 4 banquet and meeting rooms

Convention Rates: Single: 5.00 to 10.00; Double: 7.00 to 12.25; Suites: 16.25

The Jefferson Hotel

See Advertisement, Page 206



THE Cavalier

Convention Paradise on the Virginia Shore

Beyond compare for complete recreational and convention facilities, The Cavalier is one of the foremost convention choices this side of the Mississippi. Tailored for every type meeting of groups from 50 to 400. 250 acre sea-shore-country estate with Beach and Cabana Club, Yacht and Country Club. Championship golf course, 3 pools. Har-Tru Tennis Courts. Top Bands. Entertainment. Open the year around.

100% Air-conditioned
& Fireproof

VIRGINIA BEACH
VIRGINIA



UNDER DIRECTION OF SIDNEY BANKS

new choice
in Florida...



Lago Mar
FORT LAUDERDALE

For the first time this exclusive hotel will be available to convening groups (up to 300). Complete convention facilities will have been completed by its opening December 1st, including meeting and conference rooms, banquet room, auditorium and a new wing of deluxe bedrooms.

600 Feet of Private Beach
Har-Tru Tennis Courts • 2 Pools
Pitch & Putt Course • Entertainment

Write Danny Shaw, General Mgr., Lago Mar

Business is a pleasure



...when
meetings...conferences
...forums are held at

Historic Williamsburg

Virginia's restored colonial capital offers an ideal setting for top-flight meetings and conference groups in all seasons. The Williamsburg Inn & Lodge are now joined by a great new modern facility, the Williamsburg Motor House, to provide fine accommodations for groups up to 400 persons.

Conference delegates and their families can combine business with an enjoyable holiday in the eighteenth century city. Tours of the famous historic buildings, craft shops, plantations, gardens, the carriage rides, and complete recreational facilities combine to promote full attendance for meetings at...

WILLIAMSBURG INN & LODGE AND MOTOR HOUSE

For booklet and information write:

William E. Bippus, Hotel Sales Manager, Williamsburg, Virginia or call New York, PLaza 5-9747; Washington, EXecutive 3-6481.

VIRGINIA Richmond continued

No. Mtg. Rms. & Capacity of Largest: 5 (175)
No. Banquet Rms. & Capacity of Largest: 5 (175)
Group Meal Rates: Breakfast: from .55; Lunch: from .75; Dinner: 2.00
Liquor: Not served in hotel. Beer and wine available
Charges for Mtg. Rms.: 10.00 to 50.00 when meals not served
Audio-Visual Aids: Movie screen, projector

ROANOKE

Railroads: Virg.; Norf. & W.
Airlines: AAL, EAL, PAI

Patrick Henry Hotel (HSMA)

617 S. Jefferson St. (Phone: DI 5-8811; Telegraph: TWX-RV-08)
Manager: John A. Shires
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms, 10 suites available)
Air Conditioning: 125 bedrooms, banquet halls
Convention Rates: Single: 5.50 to 9.00; Double: 8.00-12.00; Suites: 15.00-18.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.00
Liquor: Light wine and beer only, no liquor
Charges for Mtg. Rms.: 5.00 up
Charges for Exhibit Areas: 25.00 up
Net Exhibit Space: 500 sq. ft. on one floor, additional area
Audio-Visual Aids: PA system, spotlights, screens
Stage: Available
Sports Facilities: 3 golf courses nearby

Hotel Roanoke

19 N. Jefferson St. (Phone: 7321)
Manager: Geo. L. Denison
Sales Manager: K. R. Hyde
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 12 suites available)
Convention Rates: Single: 6.00 to 7.00; Double: 8.00 to 12.00; Suites: 15.00 to 22.00
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Group Meal Rates: Breakfast: from .65; Lunch: from 1.50; Dinner: from 2.50
Liquor: Wines served only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,000 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Available

VIRGINIA BEACH

Railroads: Nor. So.
Airlines: Served through Norfolk

AUDITORIUM

Virginia Beach Convention Center

19th St. & Pacific Ave. (Phone: GA 8-2630)
Manager: Richard B. Keeley
Exhibit Areas: One large area, 11,000 sq. ft.
Rental Fees: Upon request
Flood Load: 100 lbs. per sq. ft.
Ventilation: Air cooled
Ceiling Height: 48 ft.
PA System: Available
Dimension, Opening to Exhibit Hall: 10 ft. high-20' wide
Columns, Locations and Dimensions: None
Current and Utilities Available: 220, 110 volt, water
Loading Facilities: Truck ramp into building
Locations, Size of Storage Areas: Adjacent to main exhibit hall, 5,000 sq. ft.
Number of Meeting Rooms and Capacities: Main auditorium, 2,500; conference rooms, 100 and 200 and three of 50
Facilities to Handle Food Functions: Banquet for 1,350
Parking Facilities: For 400 cars
Distance from Business District: Adjacent

The Cavalier (HSMA)

See Advertisement, Page 207

42nd St. & Atlantic Ave. (Phone: 3500)
Managing Director: Gordon M. Shoemaker
Convention Director: R. E. Derring
Convention Season: All year, limited-size group
July and August
Largest Group Accommodated: 350 (200 rooms, 12 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 20.00; Double: 32.00; Suites: 40.00 to 46.00, American
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 3.50
Liquor: Individuals must bring own bottles
Charges for Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, 16mm sound movie projector, screens
Stage: Available
Sports Facilities: Tennis, swimming, shuffleboard, croquet, pitch a' putt course, golf, archery, ping pong
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

WARRENTON

Railroads: So. Ry.

Warren Green Hotel 105 Hotel St. (Phone: 280)

Owners: Joseph W. Elliott & Mrs. Billie Richardson
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms, 4 suites available)
Air Conditioning: Banquet rooms, some bedrooms
Convention Rates: Single: 4.00-7.00; Double: 6.50-12.00; Suites: 19.00-25.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (150)
No. Banquet Rms. & Capacity of Largest: 6 (150)
Group Meal Rates: Breakfast: .55; Lunch: .75; Dinner: 2.00
Liquor: Beer, wine served
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: Spotlights, PA system
Stage: Yes
Sports Facilities: Golf, hunting, swimming

WILLIAMSBURG

Railroads: Ches. & O.
Airlines: CAP, NAL, PAI

Williamsburg Inn, Lodge, and Motor House (HSMA)

See Advertisement, Page 208

(Phone: Inn—CApital 9-1500; Lodge—CApital 9-1600; Motor House 9-1700; Teletype: 187)
Manager: Inn—Thomas Moyle; Motor House—Grant Washburn; Lodge—William Batchelder
Sales Manager: William E. Bippus
Convention Season: All year
Largest Group Accommodated: 1,060 (530 rooms, 24 suites available)
Air Conditioning: Entire hotel
Convention Rates: Inn—Single: to 14.00; Double: to 18.00; Suites: 36.00 to 56.00; Lodge—Single: to 9.00; Double: to 13.00; Suites: 30.00; Motor House—Single: to 10.00; Double: to 12.00; Suites: 30.00, European (American plan available)
No. Mtg. Rms. & Capacity of Largest: 21 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 2,000 on one floor, 1,000 ft. is addition to meeting area
Audio-Visual Aids: PA system, spotlights, 16mm projector, carbon arc and portable 2 x 2 and 3 1/2 x 4 slide projectors, film strip projector and viewmaster
Sports Facilities: Tennis, golf, swimming, badminton, croquet
Hotel Representatives: Leonard Hicks, Jr. and Associates, Inc.; Premier Hotel Representative, Inc. (see pg. 29)

WASHINGTON

BELLINGHAM

Railroads: Nor. Pac.; Gt. Nor.
Airline: UAL

Leopold Hotel and Motor Inn

1224 Cornwell (Phone: Regent 3-3500)
Manager: John Pierce
Sales Manager: George A. Knowles
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 7 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 5.00 to 10.00; Double: 7.00 to 15.00; Suites: 15.50 to 25.00. European
No. Mtg. Rms.: 12
No. Banquet Rms.: 12
Group Meal Rates: Breakfast: 1.50; Lunch: 1.75; Dinner: 2.00
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, film projectors available upon request
Stage: Yes
Sports Facilities: Heated swimming pool

QUINALT

Railroads: Nor. Pac.; U. P.; C. M. St. P. & P. to Hoquiam
Airlines: West Coast to Hoquiam

Lake Quinalt Lodge

(Phone: 2351)
Manager: Claude G. Walker
Convention Season: May 15 through Sept. 15
Largest Group Accommodated: 100 (36 rooms available)
Convention Rates: Single: 5.00 to 7.00; Double: 8.00 to 11.00. European
No. Mtg. Rms. & Capacity of Largest: 1 (250)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,500 on one floor, lobby
Sports Facilities: Lawn games

RICHLAND

Airlines: WCA

The Desert Inn Hotel

804 Geo. Washington Way (Phone: 42235)
Manager: Wallace A. Bowen
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms, 4 suites available)
Air Conditioning: Banquet and meeting rooms, bedrooms
Convention Rates: Single: 5.50 to 8.50; Double: 7.00 to 8.00; Suites: 10.50 to 15.00
No. Mtg. Rms. & Capacity of Largest: 1 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Group Meal Rates: Breakfast: .50 to 2.00; Lunch: .65 to 2.10; Dinner: 1.75 to 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food served
Net Exhibit Space: 3,600 sq. ft. on one floor
Audio-Visual Aids: PA system
Sports Facilities: Heated swimming pool

SEATTLE

Railroads: Nor. Pac.; Gt. Nor.; P.C.R.R.; U.P.; C.M. St. P. & P.; C.P.
Airlines: ALASKA, NWA, PAA, Pacific, Pacific Northern, TCA, UAL, WCA, WAL

CONVENTION BUREAU

Convention & Visitors Bureau
215 Columbia St.
Robert R. Hill, Manager

AUDITORIUMS

Civic Auditorium and Arena

3rd North & Mercer Sts. (Phone: AT 2-0480)
Manager: D. L. Johnston
Exhibit Areas: Main floor, 30,000 sq. ft.; Lower level, 40,000 sq. ft.; Arena, 20,000 sq. ft.
Floor Load: Main floor, 4 tons; lower level, unlimited; Arena, 2 tons
Ventilation: Forced air
Ceiling Height: 40 ft.
PA System: Yes
Elevators: 2 freight, 1 ton and 2 tons
Columns: Lower level, columns 26 ft. apart
Utilities: 110, 208 volt, three phase
Loading Facilities: auto and truck doors give access to each area
Location, Size of Storage Areas: Limited
Number of Meeting Rooms and Capacities: Auditorium, 6,000; Arena, 6,500; 9 rooms, 75-250
Facilities for Food Functions: Banquet for 4,000
Parking Facilities: 1,100 cars
Distance from Business District: 10 blocks

Senator Auditorium

708 Union St. (Phone: MA 3-8790)
Manager: G. S. Atwood
Exhibit Areas: Main floor, 7,020 sq. ft.; under balcony, 2,250 sq. ft.; stage, 905 sq. ft.
Rental Fees and Services: \$100 to \$200 per day, depending on services required and day of the week
Floor Load: Unlimited Ventilation: Washed air
Ceiling Height: 40 ft. PA System: Yes
Dimensions, Openings to Exhibit Hall: 18 ft. by 8 ft. high
Elevators: 2 freight
Loading Facilities: Freight elevator and ramps
Size of Storage Areas: 4 areas; 25 ft. by 35 ft.; (2) 18 ft. by 20 ft.; 20 ft. by 20 ft.
Meeting Rooms and Capacities: Four rooms, 35 to 125
Facilities for Food Functions: Banquet for 1,500
Parking Facilities: Parking for 300 cars within one block
Distance from Business District: Two blocks

Benjamin Franklin Hotel (HSMA)

See Advertisement, Page 56

5th & Virginia (Phone: Seneca 7400)
Manager: Al J. Kelly
Sales Manager: Dick Sanders
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms, 15 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 8.00 to 15.00; Double: 11.00 to 20.00; Suites: 25.00 to 50.00. European
No. Mtg. Rms. & Capacity of Largest: 9 (450)
No. Banquet Rms. & Capacity of Largest: 9
Group Meal Rates: Breakfast: 2.25; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Net Exhibit Space: 6,074 on one floor, included in meeting area
Audio-Visual Aids: PA system, spotlights, projectors available on rental basis, blackboards
Stage: Available
Sports Facilities: Golf, water skiing, salmon fishing

Doric Mayflower Hotel

405 Olive Way (Phone: MA 3-8700)
Manager: Howard Johnson
Sales Manager: R. C. Atwood
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 4 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 6.00 to 7.50; Double: 8.00 to 10.00; Suites: 17.00 to 20.00. European
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.50; Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 75.00
Charges for Exhibit Areas: 12.00 to 20.00
Net Exhibit Space: 3,976 sq. ft. on two floors, included in meeting area
Audio-Visual Aids: PA system, spotlights, movie screen
Stage: Yes (6'x12')
Sports Facilities: Golf, tennis, swimming, fishing nearby, bowling

New Washington Hotel

See Advertisement, Page 56

2nd & Stewart (Phone: MA 7070; Telegraph: GPX)
Manager: F. Jack Anderson
Sales Manager: Margaret Telford
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Air Conditioning: Some banquet and meeting rooms
Convention Rates: Single: 6.00-12.00; Double: 8.00-16.00; Suites: 16.00-56.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (350)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Vary
Charges for Exhibit Areas: Vary
Net Exhibit Space: 4,600 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming pool adjacent

The Olympic Western Hotel (HSMA)

See Advertisement, Page 56

4th & Seneca Sts. (Phone: MU 2-7700)

Gen. Manager: Tom A. Gildersleve
Sales Manager: Glenn E. Ross
Convention Season: All year
Largest Group Accommodated: 1000 (500 rooms, 27 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 9.00-16.00; Double: 11.00-20.00; Suites: 30.00-50.00. European
No. Mtg. Rms. & Capacity of Largest: 14 (1400)
No. Banquet Rms. & Capacity of Largest: 14 (1,000)
Group Meal Rates: Breakfast: 2.25; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Depending on arrangements
Net Exhibit Space: 28,260 sq. ft. on one floor except 3,168 sq. ft.
Audio-Visual Aids: PA system, spotlights, film projectors
Stage: Available

Roosevelt Western Hotel

See Advertisement, Page 56

7th & Pine (Phone: MA 4-1400)
Manager: Chas. Indermuehler
Sales Manager: Brent MacDonald
Convention Season: All year
Largest Group Accommodated: 150 (100 rooms, 5 suites available)
Air Conditioning: Banquet halls
Convention Rates: Single: 6.00-12.00; Double: 12.00-17.00; Suites: 18.00-22.50. European
No. Mtg. Rms. & Capacity of Largest: 3 (150)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Net Exhibit Space: 3,150 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights

SPOKANE

Railroads: Nor. Pac.; Gt. Nor.; S.I.; U.P.; S.P. & S.; C.M. St. P. & P.
Airlines: NWA, UAL, WCA

Meeting in SEATTLE?

Fly the Extra Care Line



Less time en route... smoother flying and greater on-time dependability... service from most major cities.

For convention and post-convention tour planning, call or write
M. M. Mathews, Mgr.,
Convention Sales, 36 S. Wabash,
Chicago 3, Ill.

WASHINGTON Spokane continued

CONVENTION BUREAU

Spokane Convention Bureau
West 1020 Riverside Ave.
A. F. Reiter, Jr., Manager

AUDITORIUM

Spokane Coliseum

North 1101 Howard St. (Phone: FAirfax 8-2110)
Manager: Benjamin C. Moore
Exhibit Areas: 44,000 sq. ft.
Rental Fees and Services Included in Rent:
standard set-ups under basic rentals, plus ex-
pense for staffing
Floor Load: 1,000 lbs. per sq. ft.
Ceiling Height: 70 ft. PA System: Yes
Dimensions, Opening to Exhibit Hall: 16 ft. high
by 14 ft. wide
Columns: None
Utilities: 110 and 220 volt
Loading Facilities: direct access to floor
Storage Areas: 25,000 sq. ft. separate building
Facilities for Food Functions: Catering service,
banquet for 4,000
Parking Facilities: Lot for 2,000 cars
Distance from Business District: Seven blocks

The Davenport Hotel (HSMA)

See Advertisement, Page 56

823 W. Sprague (Phone: Madison 4-2121)
Manager: Al E. Schilling
Sales Manager: Bill Newman
Convention Season: All year
Largest Group Accommodated: 700 (400 rooms,
19 suites available)
Air Conditioning: Some bedrooms, banquet halls
Convention Rates: Single: 8.00 to 14.00; Double:
11.00 to 19.00; Suites: 35.00 to 50.00, European
No. Mtg. Rms. & Capacity of Largest: 14 (700)
No. Banquet Rms. & Capacity of Largest: 14
(1,200)
Group Meal Rates: Breakfast: 1.50; Lunch: 1.80;
Dinner: 2.50
Liquor: Served in hotel
Charges for Mtg. Rms.: No charge if combined
with food functions
Charges for Exhibit Areas: Variable
Net Exhibit Space: 2,450 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, pro-
jectors available on rental basis
Stage: Available
Sports Facilities: Swimming pool (rooftop)

Ridpath Hotel

515 W. Sprague St. (Phone: TE 8 2711)
Manager: Albert B. Turrill
Sales Manager: Chet Hall
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms,
12 suites available)
Air Conditioning: Yes
Convention Rates: Single: 6.00 to 11.00; Double:
8.50 to 15.00; Suites: 18.00 to 45.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (450)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Group Meal Rates: Breakfast: 1.60; Lunch: 2.00;
Dinner: 2.65
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Varies
Net Exhibit Space: 1,500 sq. ft. on one floor.
About two-thirds included in meeting room
space
Audio-Visual Aids: PA system, spotlights, black-
boards, easels
Stage: Yes

Hotel Spokane, Ltd. (HSMA)

501 W. First Avenue (Phone: TE 8-2021; Telegraph:
FGQ-TELEFAX)
Gen. Manager: Jas. A. McCluskey
Convention Season: All year
Largest Group Accommodated: 350 (240 rooms,
10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00 to 10.00; Double:
7.00 to 12.00; Suites: 12.00 to 20.00, European
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (550)
Group Meal Rates: Breakfast: 1.40; Lunch: 1.70;
Dinner: 2.25
Liquor: Served in hotel
Charges for Mtg. Rms.: 2.50 to 100.00
Charges for Exhibit Areas: 100.00
Audio-Visual Aids: Spotlights, PA system
Stage: Yes (18 ft. deep. Can be enlarged to 33
ft. long)
Sports Facilities: Bowling, swimming, golf — all
nearby

TACOMA

Railroads: Nor. Pac.; Gt. Nor.; U.P.; C.M.
St. P. & P.
Airlines: Served through Seattle

AUDITORIUM

Memorial Fieldhouse

College of Puget Sound (Phone: SK 9-4720)
Manager: Ted Droettboom
Exhibit Areas: 30,000 sq. ft.
Rental Fees and Services: \$300 per day (normal
janitor service light & heat)
Ceiling Heights: 40 ft.
Columns: None
Locations, Size of Storage Areas: 40 ft. by 60 ft.
Meeting Rooms and Capacities: 4 rooms for 20
to 60
Facilities for Food Functions: Catering service—
1,000 banquet
Parking Facilities: 2,000 cars
Distance from Business District: 2 miles

Winthrop Western Hotel

See Advertisement, Page 56

773 Broadway (Phone: BR 2-2141)
Manager: Wm. Scothy Myles
Sales Manager: Bruce H. McKibbin
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms,
10 suites available)
Air Conditioning: Main ballroom
Convention Rates: Single: 6.50 to 12.00; Double:
9.00 to 16.00; Suites: 23.00 to 30.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (450)
Group Meal Rates: Breakfast: 1.45; Lunch: 1.75;
Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 75.00
Charges for Exhibit Areas: 25.00 to 150.00
Net Exhibit Space: 3,500 sq. ft. on one floor, part
of meeting area
Audio-Visual Aids: PA system, spotlights, black-
boards
Stage: Available
Sports Facilities: Golf, fishing, swimming, boat-
ing (10 minutes away)

WALLA WALLA

Railroads: U.P., N.P.
Airlines: UAL, WCA

Marcus Whitman

2nd & Rose (Phone: JA 5-2200)
Manager: Richard Sherwood
Sales Manager: Don Mickey
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 5
suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 5.50-10.00; Double: 7.50-
14.00; Suites: 10.00-16.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms.: 5
Group Meal Rates: Breakfast: 1.10; Lunch: 1.35;
Dinner: 1.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 up
Net Exhibit Space: 4,000 all on one floor
Audio-Visual Aids: PA system, spotlights, screens
Stage: Yes (adjustable)
Sports Facilities: golf course nearby

WENATCHEE

Railroad: G.N.
Airline: WCA

Cascadian Hotel

North Wenatchee Ave.
Manager: Thomas Dupar
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms,
1 suite available)
Air Conditioning: Bedrooms, banquet halls
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms.: 6
Liquor: Served in hotel
Charges for Mtg. Rms.: None if food is served
Audio-Visual Aids: PA system

YAKIMA

Railroads: N.P.; U. Pac.
Airlines: NWA, WCA

Hotel Chinook

East Yakima Avenue & 4th St. (G1 28533)
Manager: David E. Warfield
Sales Manager: Don E. Sanders
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms,
10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 6.00 to 9.50; Double:
8.00 to 16.00; Suites: 18.50 to 25.00
No. Mtg. Rms. & Capacity of Largest: 9 (800)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Group Meal Rates: Breakfast: 1.35; Lunch: 1.45;
Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 1,148 sq. ft. on one floor,
additional area
Audio-Visual Aids: PA system, spotlights, pro-
jectors any type or size, blackboards, easels,
screens
Stage: Available

WEST VIRGINIA

CHARLESTON

Railroads: B. & O.; N.Y.C.; C. & O.; Virginian
Airlines: AAL, CAP, EAL, PAI

The Daniel Boone Hotel (HSMA)

Cor. Capitol & Washington (Phone: DI 36-131)
Manager: Rogers S. Creel
Sales Manager: B. S. Clifton
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms,
21 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.00-9.50; Double: 8.50-
14.00; Suites: 19.50-20.00, European
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00;
Dinner: 3.25
Liquor: Not served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 3,200 on one floor, included
in meeting area
Audio-Visual Aids: PA system, spotlights
Stage: Portable

CLARKSBURG

Railroads: B. & O.
Airlines: CAP

Stonewall Jackson Hotel

Main & S. 3rd St. (Phone: Maine 4-6441)
Manager: L. A. Porter
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms,
19 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 5.50-9.50; Double:
8.50 to 14.00; Suites: 11.00 to 14.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50;
Dinner: 2.75 to 4.00
Liquor: Bring your own, state stores
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,000 sq. ft. on one floor, in-
cluded in meeting area
Audio-Visual Aids: PA system, spotlights, pro-
jectors available on short notice
Stage: Available
Sports Facilities: Golf

HUNTINGTON

Railroads: B. & O.; C. & O.
Airlines: AAA, EAL, PAI

Frederick Hotel

10th St. & Fourth Ave. (Phone: JACkson 5-5101)
Manager: F. A. Short
Sales Manager: F. A. Short
Convention Season: All year
Largest Group Accommodated: 220 (100 rooms,
suites available)
Air Conditioning: 72% bedrooms, banquet and
meeting rooms
Convention Rates: Single: 6.00 to 11.00; Double:
9.50 to 11.50; Suites: 9.00 to 15.50, European

No. Mtg. Rms. & Capacity of Largest: 5 (500)
 No. Banquet Rms. & Capacity of Largest: 5 (300)
 Group Meal Rates: Breakfast: 1.25 up; Lunch: 1.50
 up; Dinner: 2.25 up
 Liquor: Only beer
 Charges for Mtg. Rms.: 5.00 and up
 Charges for Exhibit Areas: 15.00 and up
 Net Exhibit Space: 300 sq. ft. on one floor
 Audio-Visual Aids: PA system, easel and screen
 Stage: Platforms

WHITE SULPHUR SPRINGS

Railroads: C. & O.

The Greenbrier (HSMA)

See Advertisement, Page 211

(Phone: 110)
 Vice-President: E. Truman Wright
 Director of Sales: Charles Norvell
 Convention Season: All year, but limited during
 May and October
 Largest Group Accommodated: 800 (460 rooms,
 59 suites available)
 Air Conditioning: Banquet and meeting rooms,
 some bedrooms
 Convention Rates: Single: 25.00; Double: 45.00;
 Parlors: 20.00 to 30.00. (Dec. through Feb.:
 special combination rates) American
 No. Mtg. Rms. & Capacity of Largest: 21 (1,000)
 No. Banquet Rms. & Capacity of Largest: 4 (800)
 Group Meal Rates: Breakfast: 2.00; Lunch: 3.00;
 Dinner: 5.00
 Liquor: State package store and bottle club
 Charges for Mtg. Rms.: None
 Audio-Visual Aids: PA system, spotlights, all pro-
 jection facilities
 Stage: Available
 Sports Facilities: Golf, tennis, swimming, shuffle-
 board, croquet, putting, skeet and traps, horse-
 back riding
 Hotel Representative: Robert F. Warner, Inc. (see
 pg. 29)

WISCONSIN

GENOA CITY

Railroads: C. & N.W.

Nippersink Manor

See Advertisement, Page 211

(Browning 9-5281)
 Manager: Sidney Shinderman
 Sales Manager: Sam Lippert
 Convention Season: All year
 Largest Group Accommodated: 300 (150 rooms,
 15 suites available)
 Air Conditioning: 90% bedrooms, banquet halls
 Convention Rates: Single: 20.00 to 24.00; Double:
 15.00 to 18.00; Suites: 25.00 to 35.00. American
 No. Mtg. Rms. & Capacity of Largest: 10 (650)
 No. Banquet Rms. & Capacity of Largest: 4 (300)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
 Dinner: 4.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 15,000 sq. ft. on one floor, in-
 cluded in meeting areas
 Audio-Visual Aids: PA system, spotlights, 8mm
 movie and 16mm movie sound projectors, black-
 boards, easels, slide projectors
 Stage: 20' x 30'
 Sports Facilities: 18-hole golf course, pool, fish-
 ing, tobogganing, ice skating, horseback riding,
 shuffleboard, volleyball, archery, tennis

GREEN BAY

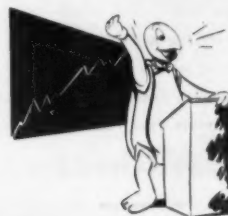
Railroads: C.M. St. P. & P.; G.B. & W.; C. &
 N.W.
 Airlines: NOR

AUDITORIUM

Brown County Veterans Memorial Arena

Box 903 Station A (Hemlock 7-0995)
 Manager: Jocko B. Braley
 Exhibit Areas: Main floor, 270 ft. by 110 ft.; 100
 booths, 10 ft. by 8 ft.

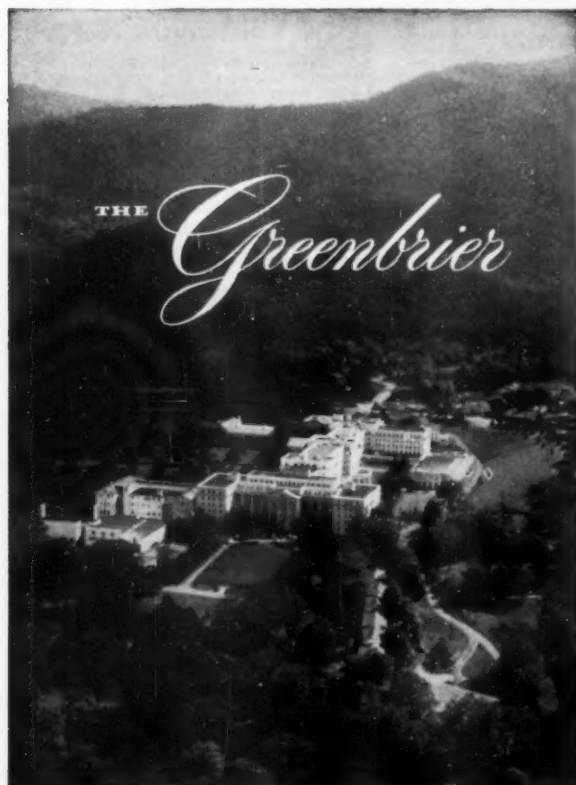
Sales meetings at resorts get results



Best In The Midwest year 'round *Oakton Manor* Pewaukee, Wisconsin Two hours from Chicago year 'round *Nippersink Manor*

Genoa City, Wisconsin
One hour from Chicago

Chicago office: 619 North Michigan • MObawk 4-4750
Sam Lippert, Sales Manager



AMERICA'S INFORMAL BUSINESS CAPITAL

You will find at The Greenbrier the perfect setting for your conference, whether it be for ten or a thousand people. The new, air-conditioned West Wing has an auditorium with a 42-foot stage, new sound and projection machines, splendid banquet arrangements, and a theatre with a CinemaScope screen. Accommodations are magnificent; the food is gourmet fare. For after-session enjoyment The Greenbrier's recreational facilities are unsurpassed. And our staff of experts not only helps in planning your program, but they also handle the details to carry it through *successfully*.

Special Winter Rates available on request. Include a spacious, luxurious room and The Greenbrier's traditionally fine meals, green fees (our courses are playable much of the winter), swimming in mosaic tile indoor pool, membership in the Old White Club and gratuities to service personnel. EFFECTIVE DEC. 1, 1959 - FEB. 29, 1960.

FOR INFORMATION write Charles L. Norvell, Dir. of Sales. Also reservation offices: New York, 17 E. 45th St., MU 2-4300
 Boston, 73 Tremont St., LA 3-4497 • Chicago, 77 W. Wash-
 ington St., RA 6-0624 • Washington, D. C., Investment Bldg.,
 RE 7-2642 • Glen W. Fawcett: San Francisco, 1029 Russ Build-
 ing, YU 2-6905 • Seattle, 726
 Joseph Vance Building, MU
 2-1981 • Dallas, 211 N. Ervay,
 RI 1-6814 • Los Angeles, 510
 West Sixth Street, MA 6-7581.

THE
Greenbrier

WHITE SULPHUR SPRINGS • WEST VIRGINIA

WISCONSIN Green Bay continued

Rental Fees: \$500 per day; Booths, \$12.50 for each
Floor Load: No limit
Ventilation: Air-conditioned
Ceiling Height: 77 ft.
PA System: Yes
Current and Utilities Available: Up to 400 amp,
3 phase
Location, Size of Storage Areas: 3 carloads—main
floor
Number of Meeting Rooms and Capacities: 3 (17
by 45 ft.)
Facilities to Handle Food Functions: Can handle
banquet for 260
Parking Facilities: 5,000 cars
Distance from Business District: 10 minutes

Hotel Northland

Pine & Adams (Phone: Hemlock 2-4811)
Manager: Harry C. Huebner
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms,
2 suites available)
Air Conditioning: 6 banquet and meeting rooms,
bedrooms on request
Convention Rates: Single: 5.00-12.00; Double: 8.00-
17.00; Suites: 20.00-30.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.00;
Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 100.00
Net Exhibit Space: 2,400 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens,
projectors
Stage: Available
Sports Facilities: Swimming, tennis, golf

LAND O'LAKES

Railroads: C. & N.W.
Airlines: NCA

King's Gateway Hotel

See Advertisement, Page 212

(Phone: 2811)
Manager: John J. Garber
Convention Season: All year
Largest Group Accommodated: 110 (50 rooms, 4
suites available)
Convention Rates: 18.00 per person—July & Aug.
17.00—Sept.—June, American
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 800 sq. ft. on one floor
Audio-Visual Aids: Rostrum, PA system, black-
boards, easels, spotlights, screens
Stage: Available
Sports Facilities: Golf, skeet & trap shooting, ten-
nis, horseback riding, swimming, skiing, skating

MADISON

Railroads: C.M. St. P. & P.; C. & N.W.; Ill.
Cent.
Airlines: NOR, NWA, OZA

Hotel Lorraine

123 W. Washington Ave. (Phone: Alpine 6-0231)
Manager: L. G. Fitzgerald
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms,
10 suites available)
Air Conditioning: 15 bedrooms, banquet halls
Convention Rates: Single: 3.75-14.00; Double:
6.00 to 13.50; Suites: 22.00 to 42.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.00;
Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if convention head-
quarters
Charges for Exhibit Areas: 1.00 per running foot
per day
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: All water sports and fishing

Park Hotel

22 S. Carroll St. (Phone: 5-6711)
Manager: Robert S. McKee
Convention Season: All year
Largest Group Accommodated: 300 (140 rooms
and 8 suites available)
Convention Rates: Single: 3.50 to 6.00; Double:
4.50 to 11.00; Suites: 20.00 to 50.00
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (280)
Group Meal Rates: Breakfast: .60 to 1.75; Lunch:
.60 to 2.00; Dinner: 1.60 to 4.50
Liquor: Served in hotel
Air Conditioning: 2 banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,500 sq. ft. on one floor
Audio-Visual Aids: Movie screen, PA system, spot-
lights
Stage: Available

MILWAUKEE

Railroads: C.M. St. P. & P.; C. & N.W.; C.N.S.
& M.; G.T.; Soo; C. & O.; Milw. El.; Penna.
Airlines: AAL, CAP, NOR, NWA, OZA, UAL

CONVENTION BUREAU

Convention Bureau
611 North Broadway (2)
Alvin J. Monroe, Manager

AUDITORIUM

Milwaukee Auditorium & Arena

500 W. Kilbourn Ave. (Broadway 1-3423)
Manager: Elmer A. Krahn
Exhibit Areas: Mechanics Hall, Exhibit Hall,
Arena, 90,000 sq. ft.; Bruce Hall, 25,000 sq. ft.;
others: 15,000 sq. ft.
Rental Fees and Services: Rates vary with halls
used; services include heat and light
Floor Load: Unlimited Ventilation: Washed air
Ceiling Height: 10 ft. to 100 ft.

P.A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by
13 ft.
Columns: 22 ft. centers in Exhibition Hall
Utilities: All utilities available
Loading Facilities: Truck into building
Storage Areas: Surrounding exhibit area, 10,000
sq. ft.
Meeting Rooms and Capacities: 12 seat from 300
to 13,000
Facilities to Handle Food Functions: Can handle
banquet for 4,000
Parking Facilities: 2,000 cars
Distance from Business District: In business district

Pfister Hotel

424 East Wisconsin Ave. (Phone: Br 1-6380)
Manager: Walter W. Schwartz
Sales Manager: John Kevin
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms,
15 suites available)
Convention Rates: Single: 6.00 to 10.00; Double:
9.00 to 16.00; Suites: 25.00 to 50.00, European
No. Mtg. Rms. & Capacity of Largest: 17 (1,000)
No. Banquet Rms. & Capacity of Largest: 17
(1,000)
Group Meal Rates: Breakfast: 2.50; Lunch: 2.75;
Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 5.00 to 250.00
Net Exhibit Space: 6,000 to 10,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, screens
Stage: Yes

Hotel Schroeder

509 W. Wisconsin (Phone: Broadway 1-7250)
Manager: L. H. Limecooly
Sales Manager: Donald Griffin
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms
and 8 suites available)
Convention Rates: Single: 5.00 to 12.00; Double:
8.50 to 15.00; Suites: from 25.00
No. Mtg. Rms. & Capacity of Largest: 12 (800)
No. Banquet Rms. & Capacity of Largest: 3 (800)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50;
Dinner: 3.00 to 6.00
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Audio-Visual Aids: PA system, spotlights
Stage: Available

Hotel Wisconsin

720 N. 3rd St. (Phone: Broadway 1-4900)
Manager: Edward L. Knopf
Sales Manager: Steve Karegeannes
Convention Season: All year
Largest Group Accommodated: 525 (342 rooms,
14 suites available)
Air Conditioning: 10 bedrooms, banquet halls air
cooled
Convention Rates: Single: 4.75 to 10.00; Double:
5.25 to 14.00; Suites: 17.50 to 30.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (350)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25;
Dinner: 3.25
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 10.00 to 75.00
Net Exhibit Space: 12,781 on more than one floor,
included in meeting areas
Audio-Visual Aids: PA system, spotlights, movie
screen, blackboards, easels, projectors on rental
basis
Stage: Yes (sectional)
Sports Facilities: Swimming, boating

PEWAUKEE

Railroads: C.M. St. P. & P.

Oakton Manor

See Advertisement, Page 211

(Phone: 5855)
Manager: Sam Sugerman
Sales Manager: Sam Lippert
Convention Season: All year
Largest Group Accommodated: 175 (85 rooms, 5
suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 22.50; Double: 15.00;
Suites: 28.50, American
No. Mtg. Rms. & Capacity of Largest: 5 (120)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, pro-
jector
Stage: Available
Sports Facilities: Swimming, boating, fishing,
ice skating, lawn games, access to golf courses

This year meet someplace different

Plan your Convention or Meeting in the beautiful, world-famous Land O' Lakes region of Wisconsin. Convenient—easily accessible by air, auto or train.

King's Gateway Hotel and Inn has all modern facilities for Meetings with no outside interferences, plus planned year-round recreation. Private golf course — tennis — horseback riding — excellent fishing — nightly dancing and entertainment. Fall and winter sports include skiing — 3 ski lifts (instruction and all necessary equipment available) — snowshoeing — tobogganing — skating — ice fishing — hunting.

Meeting and Dining space to accommodate groups up to 150 persons. American Plan available. All inquiries appreciated and answered promptly.

Write— John J. Garber, General Manager, Telephone: Land O' Lakes 2811

The KING'S GATEWAY
LAND O' LAKES, Wisconsin

CHICAGO OFFICE
DE 7-8033

HOTEL and INN



THREE LAKES

Railroads: C. & N.W.

Northernnaire

See Advertisement, Page 213

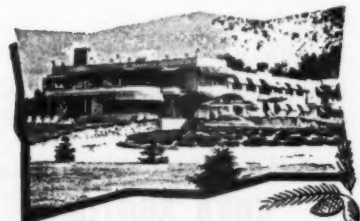
(Phone: Three Lakes 4811)
 Manager: Carl O. Marty, Jr.
 Convention Season: Sept. 1 to July 1
 Largest Group Accommodated: 120 (57 rooms and 10 solaris available)
 Convention Rates: Single: 30.00; Double: 40.00; Suites: 60.00, American
 No. Mtg. Rms. & Capacity of Largest: 3 (150)
 No. Banquet Rms. & Capacity of Largest: 1 (150)
 Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.00
 Liquor: Served in hotel
 Air Conditioning: Banquet and meeting rooms
 Charges for Banquet & Mtg. Rms.: None
 Net Exhibit Space: 1,500 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 16mm projector
 Stage: Yes
 Sports Facilities: Indoor pool, golf, boating, horseback riding, water & snow skiing, ice skating
 Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

WYOMING

CASPER

Gladstone Hotel

104 N. Center (Phone: 3-3771)
 Manager: C. Smith
 Sales Manager: Mrs. Connie Baxter
 Largest Group Accommodated: 350 (190 rooms, 5 suites available)
 Air Conditioning: Banquet halls
 Convention Rates: Single: 4.50-12.00; Double: 5.00-15.00; Suites: 14.00-30.00, European



Let us help make your next sales meeting the best one yet - at WORLD-RENOWNED

Northernnaire
 THREE LAKES, WISCONSIN

In the land of Hiawatha on a chain of 27 pine-rimmed lakes — incomparable conference facilities plus golf, indoor pool, health baths, floor shows, dancing and fishing. Open year 'round.

Write or phone us.

NORTHERNAIRE
 Three Lakes, Wisconsin
 Phone Three Lakes 4811

NOVEMBER 20, 1959

No. Mtg. Rms. & Capacity of Largest: 7 (300)
 No. Banquet Rms. & Capacity of Largest: 2 (275)
 Group Meal Rates: Breakfast: 1.50; Lunch: 1.50; Dinner: 2.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None if hotel is headquarters. Otherwise 25.00
 Net Exhibit Space: 500 sq. ft.
 Audio-Visual Aids: PA system, spotlights, blackboards, easels
 Stage: Several
 Sports Facilities: Golf, skiing in season, swimming, hunting, fishing, boating

Townsend

115 N. Center (Phone: 3-5713)
 Manager: W. D. Green
 Convention Season: All year
 Largest Group Accommodated: 125 (100 rooms, 5 suites available)
 Air Conditioning: Banquet halls
 Convention Rates: Single: 4.50 to 7.50; Double: 6.00 to 12.00; Suites: 12.00 to 20.00
 No. Mtg. Rms. & Capacity of Largest: 3 (185)
 Group Meal Rates: Breakfast: 1.50; Lunch: 1.85; Dinner: 2.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 10.00 to 20.00
 Charges for Exhibit Areas: Same as meeting rooms
 Net Exhibit Space: 5,000 sq. ft. all on one floor
 Audio-Visual Aids: PA system, spotlights, movie screens
 Stage: Yes
 Sports Facilities: Golf, skiing, swimming near hotel

CANADA

ALBERTA

BANFF

Railroad: Can. Pac.
 Airlines: Served through Calgary

Banff Springs Hotel

See Advertisement, Page 217

P.O. Box 960 (Phone: 2211)
 Manager: C. C. McCartney
 Sales Manager: G. L. Bartrem
 Convention Season: June and Sept.
 Largest Group Accommodated: 900 (500 rooms, 30 suites available)
 Convention Rates: Single: 18.00; Double: 16.00; American. Rates subject to change
 No. Mtg. Rms. & Capacity of Largest: 6 (650)
 No. Banquet Rms. & Capacity of Largest: 1 (800)
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: On request
 Audio-Visual Aids: PA system, spotlights
 Stage: Yes
 Sports Facilities: Golf, swimming, tennis, riding, boating, climbing, fishing, shuffleboard
 Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

CALGARY

Railroads: Can. Nat.; Can. Pac.; C.P.
 Airlines: CPA, TCA, WAL

Hotel Palliser

See Advertisement, Page 217

7th Ave. & 1st St. W. (Phone: AM 2-8621)
 Manager: E. C. Pitt
 Convention Season: All year

Largest Group Accommodated: 550 (250 rooms, 10 suites available)
 Convention Rates: Single: 7.50-14.00; Double: 11.50-18.00; Suites: 24.00-36.00, European. Rates subject to change
 No. Mtg. Rms. & Capacity of Largest: 8 (700)
 No. Banquet Rms. & Capacity of Largest: 8 (700)
 Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 7.50 to 200.00 per day
 Charges for Exhibit Areas: 55.00-250.00
 Net Exhibit Space: 350 sq. ft. on one floor, located in foyer of meeting rooms
 Audio-Visual Aids: PA system, spotlights, projectors rented locally
 Stage: Yes (37'x20')
 Sports Facilities: Golf, fishing, hunting, tennis—in areas

EDMONTON

Railroads: Can. Nat.; Can. Pac.
 Airlines: CPA, Pacific Western, NWA, TCA, WAL

Macdonald Hotel (HSMA)

See Advertisement, Page 221

(Phone: 45181)
 Manager: H. W. Aslin
 Convention Season: All year
 Largest Group Accommodated: 500 (250 rooms, 15 suites available)
 Air Conditioning: Banquet halls
 Convention Rates: Single: 7.50 to 13.00; Double: 10.50 to 16.00; Suites: 15.50 to 29.00, European
 No. Mtg. Rms. & Capacity of Largest: 9 (700)
 No. Banquet Rms. & Capacity of Largest: 9 (700)
 Liquor: Served in hotel
 Charges for Mtg. Rms.: Variable
 Charges for Exhibit Areas: Variable
 Net Exhibit Space: 4,500 on one floor, additional areas
 Audio-Visual Aids: PA system, spotlights
 Stage: 8' x 4' sections

LAKE LOUISE

Railroads: C.P.

Chateau Lake Louise

See Advertisement, Page 217

(Phone: Lake Louise 72)
 Manager: D. A. Williams
 Sales Manager: G. L. Bartrem
 Convention Season: June and September
 Largest Group Accommodated: 600 (390 rooms, 10 suites available)
 Convention Rates: Single: 18.00; Double: 32.00; Suites: 35.00 additional for parlor, American. Rates subject to change
 No. Mtg. Rms. & Capacity of Largest: 2 (200)
 No. Banquet Rms. & Capacity of Largest: 2 (300)
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 4.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Audio-Visual Aids: PA system, spotlights
 Sports Facilities: Riding, hiking, swimming, putting, boating
 Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

WATERTOWN LAKE

Prince of Wales Hotel

(Phone: CE 6-4411; Telegraph: Watertown Lakes)
 Manager: Neil Taylor
 Sales Manager: R. K. Rasmussen
 Convention Season: June 15 to Sept. 11
 Largest Group Accommodated: 165 (80 rooms, 2 suites available)
 Convention Rates: Single: 19.00-22.50; Double: 17.00-20.50; Suites: 25.00-50.00, American
 No. Mtg. Rms. & Capacity of Largest: 1 (125)
 No. Banquet Rms.: 1
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.40; Dinner: 3.85
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: 25.00 per day
 Audio-Visual Aids: PA system, spotlights, 16mm projector, 35mm slide projector
 Sports Facilities: Golf, swimming pool, riding

BRITISH COLUMBIA

BRITISH COLUMBIA

continued

HARRISON HOT SPRINGS

Harrison Hot Springs Hotel

(Phone: LAkeview 6-6311)
Manager: M. Nargil
Sales Manager: William Clark
Convention Season: All year except July, August and Christmas week
Largest Group Accommodated: 350 (102 rooms, 8 suites, 14 sets of connecting rooms, 14 bungalows)
Air Conditioning: Banquet halls
Convention Rates: Single: 6.00-8.00; Double: 0.00-12.00; Suites: 18.00-35.00 from Sept. 16 to May 15, Single: 8.00-11.00; Double: 13.00-17.00; Suites: 25.00-50.00 from May 16 to Sept. 15, European
No. Mtg. Rms. & Capacity of Largest: 3 (600)
No. Banquet Rms.: 3
Audio-Visual Aids: PA system, 16mm projector, 35mm slide projector
Stage: Yes (10x6)
Sports Facilities: Natural hot springs, 3 swimming pools, heated fresh water

VANCOUVER

Railroads: Can. Pac.; Can. Nat.; G.N.
Airlines: CPA, Quantas, TCA, UAL, BCPA

CONVENTION BUREAU

Greater Vancouver Tourist Association
596 W. Georgia St. (2)
James V. Hughes, Executive Vice President

AUDITORIUMS

Forum Building

Exhibition Park (Hastings 0123)

Manager: Mario Caravatta
Exhibit Areas: South End, 15,600 sq. ft.; North End, 18,840 sq. ft.
Rental Fees and Services: South End, \$500 per day; North End, \$250 per day; both, \$650 per day; services include light and water
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 42 ft.
P. A. System: Available on rental
Dimensions, Opening of Exhibit Hall: South End, 7 ft. by 12 ft.; North End, 10 ft. 8 in. by 11 ft. 6 in.
Columns: South End five 12" columns; North End, nine, 18-ft. from walls; East and West sides, nine 24" columns per side
Utilities: 110 and 220-volt current
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms: None
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 2,000
Parking Facilities: 2,000 cars
Distance from Business District: Four miles

Garden Auditorium

Exhibition Park (Hastings 4817)
Manager: John Evans
Exhibit Areas: 12,000 sq. ft. 4.6% in main hall, remainder in lobby areas
Rental Fees and Services: 150.00-400.00 per day, includes heat, light, P.A., janitorial
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 30 ft.
P. A. System: Supplied
Dimensions, Opening to Exhibit Hall: 8 ft. by 7 ft.
Columns: None
Utilities: 110, 220 V
Loading Facilities: Ample
Storage Areas: Adjacent buildings
Meeting Rooms and Capacities: Two rooms for 100, plus theatre for 411 next door; concourses can be set up for meetings
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 750
Parking Facilities: 2,000 cars
Distance from Business District: Four miles

Hotel Georgia

801 W. Georgia St. (Phone: MUtual 3-1182)
Manager: E. Wm. Hudson

Convention Season: All year
Largest Group Accommodated: 200 (100 rooms, 4 suites available)
Convention Rates: Single: 8.00 to 14.00; Double: 10.00 to 16.00; Twin: 11.00 to 16.00; Suites: 25.00 to 35.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.00; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 15.00 to 150.00
Net Exhibit Space: 5,238 Sq. Ft. on one floor, included in meeting areas
Audio-Visual Aids: PA system, spotlights, screen
Stage: Available
Sports Facilities: Golf, tennis badminton, bowling (indoor and outdoor), swimming, riding

Hotel Vancouver (HSMA)

See Advertisement, Page 221

900 W. Georgia St. (Phone: MUtual 4-3131)
Manager: M. H. Burns
Convention Season: Sept. to June
Largest Group Accommodated: 350 (175 rooms including suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 8.00-12.00; Double: 11.00-16.00; Suites: from 25.00, European
No. Mtg. Rms. & Capacity of Largest: 8 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (650)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: 20.00 up
Net Exhibit Space: 6,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, swimming, fishing

VICTORIA

Railroads: Can. Pac.; E.N.; C.N.
Airlines: TCA

Victoria Memorial Arena

1925 Blanshard St. (Phone: EV 4-0444)
Manager: Joe Dukowski
Exhibit Areas: 17,000 sq. ft.
Rental Fees and Services included in Rent: \$500 per day
Ceiling Height: 62'
P. A. System: Cluster
Columns, Locations and Dimensions: None
Meeting Rooms and Capacities: 9
Facilities for Food Functions: Banquets up to 1,500
Distance from Business District: 4 blocks

Empress Hotel

See Advertisement, Page 217

Government St. (Phone: EV 4-8111)
Manager: Cyril Chapman
Convention Season: All year, except July and Aug
Largest Group Accommodated: 400 (300 rooms and 20 suites available)
Convention Rates: Single: 6.50-13.00; Double: 9.50-16.00; Suites: from 28.00. Rates subject to change
No. Mtg. Rms. & Capacity of Largest: 6 (450)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,000 sq. ft.
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, fishing, riding, swimming, boating, croquet

MANITOBA

WINNIPEG

Railroads: Can. Pac.; Can. Nat.; G.N.; N.P.; M. & M.
Airlines: CPA, TCA, NWA

The Fort Garry

See Advertisement, Page 221

Broadway Avenue (Phone: WH 2-8251)
Manager: W. G. Foster
Convention Season: All year
Largest Group Accommodated: 190 (105 rooms, 10 suites available)
Convention Rates: Single: 7.00-11.00; Double: 11.00-14.50; Suites: 18.00-23.00 single, 22.00-27.50 double, European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (400)

Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 150.00
Charges for Exhibit Areas: Variable
Net Exhibit Space: 672 sq. ft. on one floor, separate area
Audio-Visual Aids: PA system, spotlights, projectors on rental basis
Stage: Available
Sports Facilities: Golf

Royal Alexandra Hotel

See Advertisement, Page 217

Higgins & Main (Phone: Whitehall 2-2141)
Manager: R. M. Deyell
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms, 10 suites available)
Convention Rates: Single: 7.50 to 13.00; Double: 11.00 to 18.00; Suites: 24.00 to 31.00, European. Rates subject to change
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 13,473 sq. ft. on two floors, included in meeting space
Stage: Available
Sports Facilities: Golf nearby

ST. ANDREWS

Railroads: Can. Pac.

Algonquin Hotel

See Advertisement, Page 217

Prince of Wales Street (Phone: 123)
Manager: F. L. Howard
Convention Season: June, early July and Sept.
Largest Group Accommodated: 350 (202 rooms, 11 suites available)
Convention Rates: Single: 15.00; Double: 26.00; Suites: 15.00 extra, American. Rates subject to change
No. Mtg. Rms. & Capacity of Largest: 4 (275)
No. Banquet Rms. & Capacity of Largest: 2 (425)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm and 16mm projectors
Stage: Available
Sports Facilities: Golf, shuffleboard, tennis, croquet lawn, putting green, horseshoe pitching, swimming, fishing

NOVA SCOTIA

HALIFAX

Railroads: Can. Nat.; Dom. At.
Airlines: Maritime, TCA

The Nova Scotian

See Advertisement, Page 221

Hollis Street (Phone: 3-7231)
Manager: R. S. Pitt
Convention Season: All year
Largest Group Accommodated: 135 (75 rooms, 3 suites available)
Convention Rates: Single: 8.50-11.00; Double: 12.50-15.00; Suites: 20.00-52.00, European
No. Mtg. Rms. & Capacity of Largest: 6 (550)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.60; Dinner: 2.75
Liquor: Beer and wine with meals only
Charges for Mtg. Rms.: 10.00 to 170.00 per day
Net Exhibit Space: 1,600 sq. ft. on one floor, Separate area
Audio-Visual Aids: PA system, spotlights
Stage: Yes (24'x18')

KENTVILLE

Railroads: Dom. At.

Cornwallis Inn

See Advertisement, Page 217

(Phone: 3231)

Manager: Howard S. Walker
 Convention Season: All year, but prefer not mid-summer
Largest Group Accommodated: 125 (65 rooms and 3 suites available)
Convention Rates: Single: 5.00 to 8.00; Double: 9.00 to 12.00
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: from .75; Lunch: from 1.50; Dinner: from 1.40
Liquor: Served in hotel
Charges for Mtg. Rms.: 3.00 to 75.00
Net Exhibit Space: 2,030 sq. ft. on one floor
Stage: Available
Sports Facilities: Shuffleboard, golf

ONTARIO

HAMILTON

Railroads: C.P.R.; Can. Nat.; T. H. & B.

Sheraton-Connaught Hotel (HSMA)

See Advertisement, Page 215

112 King St., E. (Phone: Jackson 7-5071)
 Gen. Manager: Crandall E. Lockhart
Convention Season: All year
Air Conditioning: Bedrooms, banquet & meeting rooms
Largest Group Accommodated: 650 (350 rooms, 15 suites available)
Convention Rates: Single: 5.85 to 9.00; Double: 8.85 to 13.50; Suites: 17.00 to 38.50
No. Mtg. Rms. & Capacity of Largest: 12 (800)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.50; Dinner: from 2.75
Liquor: Served in hotel
Net Exhibit Space: 9,232 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels, screens
Stage: Available
Sports Facilities: Golf nearby, swimming

KENORA

Railroads: C.P.

Devil's Gap Lodge

See Advertisement, Page 217

(Phone: Homestead 8-8195) (C.P. Telegraphs)
 Manager: W. M. Farrer
Convention Season: June and September
Largest Group Accommodated: 88 (44 rooms available)
Convention Rates: Single: 15.00; Double: 27.00; American
No. Mtg. Rms. & Capacity of Largest: 1 (88)
No. Banquet Rms. & Capacity of Largest: 1 (88)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Permit must be obtained
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 480 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: Spotlights
Sports Facilities: Fishing, golf, swimming, shuffleboard, ping pong

LONDON

Railroads: Can. Nat.; C.P.; N.Y.C.; L. & P.S.
 Airlines: TCA

Hotel London

Dundas St. (Phone: GE 2-1801)
 Manager: T. J. Squires
Convention Season: All year
Largest Group Accommodated: 450 (250 rooms, 5 suites available)
Air Conditioning: Some bedrooms, some banquet rooms
Convention Rates: Single: 5.75-8.50; Double: 10.75-13.50; European
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 50.00
Charges for Exhibit Areas: 10.00 to 50.00
Net Exhibit Space: 2,500 sq. ft. on one floor, partially included in meeting space
Audio-Visual Aids: PA system, spotlights
Stage: Yes

MUSKOKA

Railroads: Can. Nat.

Bigwin Inn

Bigwin Post Office (Phone: Huntsville 740)

Owner: Frank S. Leslie
Convention Season: June to September 10
Largest Group Accommodated: 600 (300 rooms available)
Convention Rates: Single: 12.00 to 17.00; Double: 20.00 to 28.00; American
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis, bowling, swimming, boating

NIAGARA FALLS

Railroads: Can. Nat.; Wab.; N.Y.C.; N. St. C. & T.
 Airlines: Served through Niagara Falls, N. Y.

Sheraton-Brock (HSMA)

See Advertisement, Page 215

1685 Falls Avenue (Phone: Elgin 4-7441)

Manager: Albert A. Bonnett
 Sales Manager: Edward Rix
Convention Season: All year
Largest Group Accommodated: 450 (235 rooms, 25 suites available)
Air Conditioning: 100 bedrooms, banquet rooms
Convention Rates: Single: 5.00-16.00; Double: 8.50 to 18.00; Suites: 20.00-60.00. Rate change Oct. 15-June 15, European
No. Mtg. Rms. & Capacity of Largest: 6 (850)
No. Banquet Rms. & Capacity of Largest: 6 (700)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00

Liquor: Served in hotel
 Charges for Mtg. Rms.: 10.00-200.00
 Charges for Exhibit Areas: Variable
Net Exhibit Space: 20,000 sq. ft.—70% on one floor
Audio-Visual Aids: PA system, spotlights, blackboards, easels
Stage: Yes
Sports Facilities: Golf, tennis, swimming, lawn bowling, bowling

OTTAWA

Railroads: Can. Nat.; C.P.; N.Y.C.
 Airlines: EAL, TCA, CAI

CONVENTION BUREAU

Ottawa Tourist & Convention Bureau
 70 Nicholas St. (2)
 Gerald M. Geldert, Director

Chateau Laurier (HSMA)

See Advertisement, Page 221

Major's Hill Park (Phone: 2-6411)
 Manager: C. A. Mann
Convention Season: All year—very large meetings not accepted during sessions of Federal Parliament
Largest Group Accommodated: 450 (250 rooms and 10 suites available)
Convention Rates: Single: 9.00-12.00; Double: 13.00-16.50; Suites: 20.50-31.50; European
No. Mtg. Rms. & Capacity of Largest: 9 (800)
No. Banquet Rms. & Capacity of Largest: 7 (800)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 3.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: 7.50-300.00
Charges for Exhibit Areas: 15.00 per day—booth space 8' x 8'
Net Exhibit Space: 7,092 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, TV available on rental basis
Stage: Yes (12' x 18')
Sports Facilities: Swimming pool in hotel, tennis and golf about 3 to 7 miles distant

TORONTO

SHERATON

- CONNAUGHT HOTEL IN HAMILTON, ONT.

Completely renovated and air conditioned meeting, convention and exhibit facilities — headed by the 850 guest Crystal Ballroom and 650 guest Sheraton Room together with a dozen other party and banquet rooms — provide the utmost in accommodations for any occasion.
 400 rooms from \$5.85 up
CRANDALL E. LOCKHART
 General Manager



the welcome is wonderful at

SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

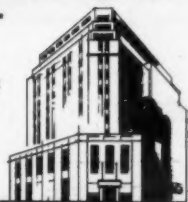
EAST	NEW YORK	SPRINGFIELD, Mass.
BOSTON	ALBANY	
WASHINGTON	ROCHESTER	
PITTSBURGH	BUFFALO	
BALTIMORE	SYRACUSE	
PHILADELPHIA	BINGHAMTON, N.Y.	
PROVIDENCE		
MIDWEST	CHICAGO	INDIANAPOLIS
DETROIT	FRENCH LICK, Ind.	
CLEVELAND, Ohio	RAPID CITY, S. D.	
CINCINNATI	SIoux FALLS, S. D.	
ST. LOUIS	SIoux FALLS, S. D.	
OMAHA	SIoux FALLS, S. D.	
AKRON		
SOUTH	LOUISVILLE	NEW ORLEANS
DALLAS	MOBILE	
WEST COAST	SAN FRANCISCO	PASADENA
LOS ANGELES	PORTLAND, Oregon	
HAWAII	HONOLULU	
CANADA	MONTRÉAL	NIAGARA FALLS, Ont.
TORONTO	HAMILTON, Ont.	

SHERATON

- BROCK HOTEL IN NIAGARA FALLS

New function rooms will accommodate 1,600 for meetings and 1,400 for banquets. 300 guest rooms. Unobstructed view of the American and Canadian Falls. Rainbow Dining Room, new air-conditioned Terrace Cocktail Lounge.

ALBERT A. BONNETT
 General Manager



the welcome is wonderful at

SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST	NEW YORK	SPRINGFIELD, Mass.
BOSTON	ALBANY	
WASHINGTON	ROCHESTER	
PITTSBURGH	BUFFALO	
BALTIMORE	SYRACUSE	
PHILADELPHIA	BINGHAMTON, N.Y.	
PROVIDENCE		
MIDWEST	CHICAGO	INDIANAPOLIS
DETROIT	FRENCH LICK, Ind.	
CLEVELAND, Ohio	RAPID CITY, S. D.	
CINCINNATI	SIoux FALLS, S. D.	
ST. LOUIS	SIoux FALLS, S. D.	
OMAHA	SIoux FALLS, S. D.	
AKRON		
SOUTH	LOUISVILLE	NEW ORLEANS
DALLAS	MOBILE	
WEST COAST	SAN FRANCISCO	PASADENA
LOS ANGELES	PORTLAND, Oregon	
HAWAII	HONOLULU	
CANADA	MONTRÉAL	NIAGARA FALLS, Ont.
TORONTO	HAMILTON, Ont.	

ONTARIO Toronto continued

Railroads: C.P.R., Can. Nat.
Airlines: AAL, CPA, TCA

CONVENTION BUREAU

Convention & Visitors Association
37 King St. East
William Murdoch, General Manager

AUDITORIUMS

Canadian National Exhibition Buildings

Exhibition Park (EM 4-7551)
Rental Manager: Ivan M. Brodie
Exhibit Areas: Automotive Building, 175,000 sq.

ft.; Coliseum Arena, 23,500 sq. ft.; Coliseum East Annex, 75,000 sq. ft.; Coliseum West Annex, 75,000 sq. ft.; Industry Building, 152,300 sq. ft.; Horticultural Building, 30,000 sq. ft.; Queen Elizabeth Exhibit Hall, 63,000 sq. ft.; Queen Elizabeth Theater, 1,325 seats

Rental Fees: Automotive Building, \$1,200 per day, \$500 per day for move-in and move-out time; Coliseum East Annex, \$1,000 per day, \$400 per day for move-in and move-out time; Coliseum West Annex, same rate as East Annex; Coliseum Arena, same rate as East Annex; Industry Building, same rate as Automotive Building; Horticultural Building, \$700 per day, \$350 per day for move-in and move-out time; Queen Elizabeth Exhibit Hall, \$1,000 per day, \$500 per day move-in & move-out, Queen Elizabeth Theatre \$800 per day

Floor Load: Unlimited in all buildings except Horticultural which cannot take heavy machinery

P. A. System: Available in all buildings
Ventilation: Exhaust fan system; Exhibit Hall—Mechanical Theater—air conditioning

Ceiling Height: 18 ft. to 40 ft.; Exhibit Hall, min 16' max 22'

Elevators and Capacities: One freight, 3 tons, in Coliseum East Annex and one in West Annex
Dimensions, Opening to Exhibit Hall: 12 ft. by 14 ft., 14 ft. by 16 ft., 10 ft. by 12 ft.; Exhibit Hall, 12' x 15' & Theater, 12 x 12 stage door
Columns: Automotive Building, four rows, 8 in. by 10 in.; 8 in. by 10 in. columns in Coliseum Arena and Annexes permit 10-ft. booths and 16 ft. aisles; columns in Industry Building permit 12-ft. booths and 16-ft. aisles; no columns in Horticultural Building

Utilities: 60 cycle AC and DC current
Loading Facilities: Railroad siding behind Coliseum buildings and within half mile of others; loading facilities at Industry Building and Horticultural Building

Storage Areas: Ample
Meeting Rooms and Capacities: One meeting room in Automotive Building; one in each Coliseum Annex, seat 60 each
Facilities for Food Functions: Dining room & lounge banquet for 500
Parking Facilities: 10,000 cars
Distance from Business District: Two miles

SHERATON

the proudest name in HOTELS



DISTINCTIVE AND DOWNTOWN — Here's a beautifully modernized, air-conditioned setting for any convention, large or small. The decoration and furnishing are tasteful, the convention facilities unexcelled. Fifteen banquet and meeting rooms, including Crystal Ballroom seating up to 1,000. The King Edward Sheraton — first for conventions in Canada.

850 Rooms

A. Gordon Cardy, General Manager

CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.
EAST
NEW YORK
BOSTON
WASHINGTON

PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE

BINGHAMTON, N. Y.
MIDWEST
CHICAGO
DETROIT
CLEVELAND
CINCINNATI
ST. LOUIS
OMAHA
ARLON

INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa
SOUTH
LOUISVILLE
DALLAS

NEW ORLEANS
MOBILE, Alabama
WEST COAST
SAN FRANCISCO
LOS ANGELES
PASADENA
PORTLAND, Oregon
HAWAII
HONOLULU

O'Keefe Auditorium

(Open September 1960)
285 Victoria St. (Phone: EM 6-7231)
Manager: Hugh Walker
Exhibit Areas: 5,000 sq. ft. in lounge; hall, 2,500 sq. ft.
Ceiling Height: 22 ft. in hall
Elevators: One service elevator
PA System: Yes Ventilation: Air-conditioned
Utilities Available: AC, DC
Size of Storage Areas: Approx. 12,000 sq. ft.
Loading Facilities: Street level entrance
Seating Capacity: Theatre seating for 3,200
Facilities to Handle Food Functions: Banquet for 300
Parking Facilities: Approx. 700 cars on lots adjoining theater
Distance from Business District: In heart of business district

King Edward Sheraton Hotel (HSMA)

See Advertisement, Page 216

37 King Street, East (Phone: Empire 8-7474)
Manager: A. Gordon Cardy
Sales Manager: Kenneth C. Dutton
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms, 25 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-11.50; Double: 12.50-16.00; Suites: 19.00-38.00, European
No. Mtg. Rms. & Capacity of Largest: 17 (1,000)
No. Banquet Rms. & Capacity of Largest: 17 (750)
Group Meal Rates: Breakfast: 1.75; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Charges for Exhibit Areas: Variable
Net Exhibit Space: 17,112 sq. ft. on two floors, included in meeting space
Audio-Visual Aids: PA system, spotlights, closed-circuit TV
Stage: Available

Lord Simcoe Hotel

University Ave. at King St. (Phone: EM 2-1848)
Manager: D. B. Mulligan
General Manager: W. H. Herchmer
Convention Season: Jan. to Dec.
Largest Group Accommodated: 1,200 (600 rooms, 30 suites available)
Air Conditioning: 150 bedrooms, banquet halls
Convention Rates: Single: 7.50-11.50; Double: 11.50-15.50; Suites: 21.00-31.00, European
No. Mtg. Rms. & Capacity of Largest: 9 (400)
No. Banquet Rms. & Capacity of Largest: 9 (280)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00-100.00
Charges for Exhibit Areas: 15.00
Net Exhibit Space: 2,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, lecterns, blackboards, easels. Projectors available on rental basis
Stage: Yes (6'x8'x8")

Park Plaza Hotel

Bloor St. & Avenue Road (Phone: WAInut 4-5471)
Manager: Bing Morris
Convention Season: All year



Easily reached from the U. S., the modernized Royal York is situated in the heart of Toronto.

Now—new convention facilities at the largest hotel in the British Commonwealth

The Royal York offers more room, more luxury than ever before

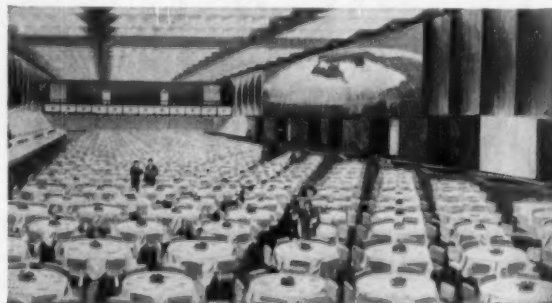
You could almost call the Royal York *new*. And in a sense, it is! The hotel has been given an even more luxurious look. For increased relaxation, there's radio and television in every room. For added convenience, there's a seven-story garage where you can park your car and register at the same time. Most important is the addition of a 17-story, 400-room wing, bringing the total of rooms to 1,600! The Royal York is the largest hotel in the British Commonwealth.

Situated in the heart of metropolitan Toronto, this luxury hotel is easily reached from key U. S. cities! And once you reach the Royal York, here are the many convention facilities you'll find:

Seating capacity 7,500; serving capacity 10,000 meals at any one time. Air conditioning in all public rooms. Private banquet hall with stage and organ. Public address system. Sound projectors. Individual exhibition rooms. Cocktail lounges, ballrooms, cafes, restaurants, dancing and entertainment. Sight-seeing trips conveniently arranged.

Canadian Pacific's smooth, efficient service will leave you more time to relax; to shop during the day or go to the theatre at night. You'll get more done, have more fun at the Royal York! For information and reservations, write to: Convention Traffic Department, Canadian Pacific Railway Company, Windsor Station, Montreal.

Thoughtfully planned meeting rooms help you relax—accomplish much more in a shorter time.



Canadian Pacific

ONTARIO Toronto continued

Largest Group Accommodated: 455 (100 rooms, 61 suites)
Air Conditioning: Banquet halls, some bedrooms
Convention Rates: Single: 10.00-12.00; Double: 12.00-16.00; Suites: 20.00-60.00. European
No. Mtg. Rms. & Capacity of Largest: 8 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75; Dinner: 3.75
Charges for Mtg. Rms.: Upon request
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights, 8mm and 16mm projectors
Stage: Yes (mobile)

Royal York Hotel (HSMA)

See Advertisement, Page 217
 100 Front St., W. (Phone: EM 8-2511)
Manager: A. P. MacKinnon
Sales Managers: G. R. Street, J. L. MacAndrew
Convention Season: All year
Largest Group Accommodated: 2,000 (900 rooms, 50 suites available)
Air Conditioning: Banquet and meeting rooms
Convention Rates: Single: 9.50 to 15.50; Double: 13.00 to 19.50; Suites: from 23.00
No. Mtg. Rms. & Capacity of Largest: 40 (2,200)
No. Banquet Rms. & Capacity of Largest: 40 (1,600)
Group Meal Rates: Breakfast: 1.75; Lunch: from 2.75; Dinner: from 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None if 50 or more bedrooms used
Charges for Exhibit Areas: .06 per sq. ft.
Net Exhibit Space: 17,500 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, screens, slide and movie projectors
Stage: Available

Seaway Hotel

894 Lakeshore Rd. (Phone: RO 6-4392)

Manager: Ben Orenstein
Sales Manager: R. Porter
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms, 3 suites available)
Air Conditioning: Yes
Convention Rates: Single: 8.50-9.50; Double: 11.00-12.50; Suites: 25.00
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.25; Dinner: 3.25
Liquor: Yes
Charges for Mtg. Rms.: 25.00-75.00
Charges for Exhibit Areas: 150.00-300.00
Net Exhibit Space: 5,000 sq. ft. all on one floor
Audio-Visual Aids: 16mm projector, PA system, spotlights
Stage: Yes
Sports Facilities: swimming

WINDSOR

Railroads: C.N.; C.P.; C. & O.; E.T.; N.Y.C.; Web.
Airlines: TCA (Also served through Detroit)

Prince Edward Hotel (HSMA)

385 Ouellette Ave. (Phone Clearwater 3-2481)
Manager: Armour J. Weir
Convention Season: All year
Largest Group Accommodated: 350 (250 rooms, 8 suites available)
Air Conditioning: 45 bedrooms
Convention Rates: Single: 6.00 to 9.00; Double: 9.00 to 12.00; Suites: 21.00 to 34.00
No. Mtg. Rms. & Capacity of Largest: 4 (700)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 2.75
Liquor: Served in hotel
Charges for Mtg. Rms.: 10.00 to 15.00
Charges for Exhibit Areas: 10.00
Net Exhibit Space: 2,200 sq. ft. on more than one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, film projectors
Stage: Available
Sports Facilities: Golf and swimming nearby

PRINCE EDWARD ISLAND

CHARLOTTETOWN

Railroads: Can. Nat.
Airlines: Maritime

The Charlottetown

See Advertisement, Page 221

Kent Street (Phone: 7371)
Manager: J. F. Pellerin
Convention Season: All year
Largest Group Accommodated: 166 (80 rooms, 3 suites available)
Convention Rates: Single: 5.50 to 7.00; Double: 9.00-11.50; Suites: 16.50-23.50. European
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 4 (250)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.00; Dinner: 2.50
Liquor: Not served in hotel
Charges for Mtg. Rms.: 5.00 to 15.00
Net Exhibit Space: Only space in meeting rooms
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golfing, tennis

QUEBEC

LAC BEAUPORT

FLY TCA TO CANADA'S ATLANTIC PROVINCES



MEETING BY THE SEA

Planning a sales meeting or small convention? You'll really get away from it all in Canada's beautiful Atlantic Provinces! Although the trip takes only a few hours via TCA's smooth, quiet, comfortable, turbo-prop Viscount—you'll find there a different, unhurried world. Perfect for getting work done...for after-hours sports or sightseeing...for post-convention explorations. Next Spring, hold your get-together in New Brunswick, Nova Scotia, Prince Edward Island or Newfoundland. And fly there aboard a TCA turbo-prop Viscount.

For convention-planning assistance, see your Travel Agent or contact TCA in Boston, New York, Tampa/St. Petersburg, Miami, Cleveland, Detroit/Windsor, Chicago, Seattle/Tacoma, San Francisco, Los Angeles, or Washington, D.C.



TRANS-CANADA AIR LINES

Chateau Lac Beauport

See Advertisement, Page 219

Manager: Joseph G. Jolicoeur
 Convention Season: All year except July & Aug.
 Largest Group Accommodated: 150 (80 rooms, 8 suites available)
 Air Conditioning: Meeting rooms, banquet halls
 Convention Rates: Single: 15.00-17.00; Double: 12.00-14.00; Suites: 20.00-30.00. American
 No. Mtg. Rms. & Capacity of Largest: 3 (250)
 No. Banquet Rms.: 2
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 1,500 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 16mm projector, 8mm projector, slide projector
 Sports Facilities: Skiing, ice skating, sleighing, beach & pool, horseback riding, tennis, golf

MONTREAL

Railroads: C.P.; Can. Nat.; N.Y.C.; Rut.; D. & H., M. & S.C.
 Airlines: CPA, EAL, NEA, TCA

AUDITORIUM

Show Mart

1650 Baril St. (Phone: VI 9-8143)
 Manager: Wilfrid Morin
 Exhibit Areas: Exhibition Hall 150' x 500', 75,000 sq. ft.
 Rental Fees and Services: 75.00 for 10' x 10' booth; standard booth skeleton supplied and erected, include light, heat, janitor and guard service.
 Floor Load: 100 lbs. per sq. ft.
 Ventilation: Forced
 Ceiling Height: Center of hall (420 x 80) 25' ceiling, under mezzanine 11'
 P. A. System: Yes
 Dimensions, Opening to Exhibit Hall: 16 x 11 and 12 x 10
 Columns, Location and Dimensions: 40 columns 18' x 18" under mezzanine
 Current and Utilities Available: AC current, water, TV, telephone
 Loading Facilities: Unload directly on floor
 Location, Size of Storage Areas: 5,000 sq. ft. in basement

EASTERN CANADA'S NEWEST SMART RESORT

Just
10 miles
from
Quebec
City



Chateau Lac Beauport

WHERE THE
SUCCESS OF YOUR
MEETING IS ASSURED
IN ANY SEASON!

When business is the order of the day, we provide meeting rooms plus an experienced staff to relieve you of every detail. But when relaxation time comes, we really shine! A beautifully terraced swimming pool, tennis courts, nearby riding stable... or, in winter, our own T-bar skiing, skating and sleigh riding. Your inquiry is cordially solicited.

Facilities
for up
to 150
people

Chateau
Lac Beauport

Lac Beauport 30, Quebec
Victoria 9-4468

In New York: Utell International,
Essex House • Plaza 7-2981

SHERATON



The Sheraton-Mt. Royal offers 1100 modern, well appointed guest rooms. The Main Ballroom accommodates 1200 for meetings, 1000 for banquets. Other function rooms accommodate from 10 to 1000 people; all air-conditioned and newly renovated.

Garner A. Havers, Gen. Manager

Gaston Sylvestre, Convention Sales Manager

EAST	ALBANY	CINCINNATI	CEDAR RAPIDS, Iowa	PASADENA
NEW YORK	ROCHESTER	ST. LOUIS	SOUTH	PORTLAND, Oregon
BOSTON	BUFFALO	OMAHA	LOUISVILLE	HAWAII
WASHINGTON	SYRACUSE	AKRON	DALLAS	HONOLULU
PITTSBURGH	BINGHAMTON, N.Y.	INDIANAPOLIS	NEW ORLEANS	CANADA
BALTIMORE	MIDWEST	FRENCH LICK, Ind.	MOBILE, Alabama	MONTREAL
PHILADELPHIA	CHICAGO	RAPID CITY, S. D.	WEST COAST	TORONTO
PROVIDENCE	DETROIT	SIoux CITY, Iowa	SAN FRANCISCO	NIAGARA FALLS, Ont.
SPRINGFIELD, Mass.	CLEVELAND	SIoux FALLS, S. D.	LOS ANGELES	HAMILTON, Ont.

SHERATON THE LAURENTIEN

MONTREAL

Located in the heart of the city, overlooking Dominion Square Park, the sleek Laurentien is one of Canada's most modern hotels. 1,000 rooms. Co-headquarters with the Sheraton-Mt. Royal for Montreal's largest conventions. 1000 rooms
 J. GORDON McMICHAEL
 General Manager



the welcome is wonderful at
SHERATON HOTELS

Sheraton Hotels in the U.S.A., Hawaii and Canada

EAST	SPRINGFIELD, Mass.
NEW YORK	ALBANY
BOSTON	ROCHESTER
WASHINGTON	BUFFALO
PITTSBURGH	SYRACUSE
BALTIMORE	BINGHAMTON, N. Y.
PHILADELPHIA	PROVIDENCE
MIDWEST	INDIANAPOLIS
CHICAGO	FRENCH LICK, Ind.
DETROIT	RAPID CITY, S. D.
CLEVELAND, Ohio	SIoux CITY, Iowa
CINCINNATI	SIoux FALLS, S. D.
ST. LOUIS	CEDAR RAPIDS, Iowa
OMAHA	AKRON
SOUTH	NEW ORLEANS
LOUISVILLE	MOBILE
DALLAS	WEST COAST
SAN FRANCISCO	PASADENA
LOS ANGELES	PORTLAND, Oregon
HAWAII	CANADA
HONOLULU	NIAGARA FALLS, Ont.
MONTREAL	HAMILTON, Ont.
TORONTO	

QUEBEC

Montreal continued

Number of Meeting Rooms and Capacities: One room, 200 people
Facilities for Food Functions: Dining room 250
Parking Facilities: 400 cars
Distance from Business District: 10 minutes from hotels

Laurentien Hotel (HSMA)

See Advertisement, Page 219

(Phone: UNiversity 6-4571)

Gen. Manager: J. Gordon McMichael
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms available)
Convention Rates: Single: 7.50-10.50; Double: 10.50-13.00; Suites: 17.70-37.00, European
No. Mtg. Rms. & Capacity of Largest: 1 (150)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.75 to 3.75; Dinner: 2.75 to 4.00
Liquor: Served in hotel
Air-Conditioning: Banquet and meeting rooms, 500 bedrooms
Charges for Banquet & Mtg. Rms.: 50.00 per day
Net Exhibit Space: 2,500 sq. ft. on one floor
Audio-Visual Aids: PA system

No. Mtg. Rms. & Capacity of Largest: 30 (2,500)
No. Banquet Rms. & Capacity of Largest: 30 (2,000)
Group Meal Rates: Breakfast: 2.25; Lunch: 3.00; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 15,000 sq. ft. all on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes (14'x46')

Sheraton-Mt. Royal (HSMA)

See Advertisement, Page 219

Peel St. (Phone: PL-7777)
Manager: Garner A. Havers
Convention Manager: Gaston Sylvestre
Convention Season: All year
Largest Group Accommodated: 1,200 (500 rooms, 25 suites available)
Air Conditioning: 750 bedrooms, banquet and meeting rooms
Convention Rates: Single: 8.50-14.50; Double: 12.00-16.00; Suites: 24.50-56.50, European
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 3 (1,200)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: Variable
Net Exhibit Space: 16,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Sports Facilities: Golf, skiing nearby

No. Mtg. Rms. & Capacity of Largest: 10 (350)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Liquor: Served in bars only
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,263 sq. ft.
Audio-Visual Aids: 16mm sound projector, screen, blackboards, PA system
Stage: Available
Sports Facilities: Skiing, swimming, putting green

MURRAY BAY

Railroads: C.N.

Manoir Richelieu (HSMA)

See Advertisement, Page 222

(Phone: Montreal: AVenue 8-0231)
Manager: Lewis P. Beers
Sales Manager: H. M. Costello
Convention Season: June, late Aug. and Sept.
Largest Group Accommodated: 600 (311 rooms, 11 suites, 6 cottages, available)
Convention Rates: Single: 17.00; Double: 34.00; Periors: 17.00, American
No. Mtg. Rms. & Capacity of Largest: 6 (650)
No. Banquet Rms. & Capacity of Largest: 1 (700)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 12,954 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 35mm projector
Stage: Available
Sports Facilities: Golf, fishing, swimming putting, croquet, lawn bowling, riding, horseshoes, tennis

The Queen Elizabeth (HSMA)

See Advertisement, Page 220

900 Dorchester Blvd., West (Phone: UNiversity 1-3511)
Manager: Donald M. Mumford
Director of Sales: Thomas H. McAlevey
Convention Season: All year
Largest Group Accommodated: 2,500 (1,216 rooms, 120 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 9.00-13.00; Double: 13.00-20.00; Suites: 27.00-90.00, European

MOUNT TREMBLANT

Railroads: C.P.

Mont Tremblant Lodge

See Advertisement, Page 222

(Phone: St. Jovite 83)

Pres. & Mng. Dir.: Mrs. Joseph B. Ryan
Convention Season: June 15 to Oct. 15, Dec. 19 to Apr. 15
Largest Group Accommodated: 300 (183 rooms available)
Convention Rates: Single: 14.00; Double: 26.00, American

QUEBEC

Railroads: C.P.; C.N.; O. Cent.; Q.R.L. & P.
Airlines: TCA, Quebecair

AUDITORIUM

Exhibition Park

(Phone: LA 5-5120)
Manager: Emery Boucher

Le Reine Elizabeth & The Queen Elizabeth

THE LATEST WORD IN SERVICE FOR CONVENTIONS!



You and your group are assured of the most efficient attention, gracious service, and the ultimate in function facilities when you hold your convention or sales meeting at The Queen Elizabeth, Canada's newest and finest hotel. Here are 15,000 square feet of exhibit space, 23 meeting rooms for up to 3,000 for meetings or 2,000 for banquets... and 1,216 spacious guest rooms, each with individually controlled electronic heating and air conditioning. Yours at The Queen Elizabeth are the same impeccable service and superb convention facilities as thousands have enjoyed at The Waldorf-Astoria, Palmer House and other Hilton Hotels in the United States. Added welcome conveniences are the direct indoor connections to the garage (free to room guests), the Canadian National Railways Station and Montreal Air Terminal. Delegations attending conventions here will thoroughly enjoy their visits to Montreal, where British institutions and French traditions are delightfully blended. Plan now for your next meeting at Montreal's most modern convention hotel.

THE QUEEN ELIZABETH

MONTREAL, CANADA (a C.N.R. Hotel)

Donald M. Mumford, General Manager

For information contact The Queen Elizabeth, Montreal, Canada—Telephone UNiversity 1-3511, or Sales Division, Hilton Hotels International, The Waldorf-Astoria, New York 22, N.Y.—Tel. Murray Hill 8-2240.

THE QUEEN ELIZABETH

Your new convention host in Montreal

The ultra-modern Queen Elizabeth, conveniently located in the heart of gay, colourful and provocative Montreal, is the latest addition to the growing family of fine Canadian National Hotels. With 1216 bedrooms, and facilities for

more than 4000 for meetings, the Queen Elizabeth is a 'natural' for large conventions. Other fine Canadian National Hotels are especially designed to provide superb facilities and accommodations. In colourful settings from coast to coast, CNR Hotels render a complete service for conventions.

LE REINE ELIZABETH



For full information, including thorough travel and convention-planning services, write:

A. P. Lait, Manager, Convention Bureau, Canadian NATIONAL Railways, Montreal, Canada.

MONTREAL • The Queen Elizabeth
Le Reine Elizabeth

OTTAWA • Chateau Laurier

JASPER NATIONAL PARK • Jasper Park Lodge

VANCOUVER • Hotel Vancouver ‡

EDMONTON • The Macdonald

SASKATOON • The Bessborough

WINNIPEG • The Fort Garry

HALIFAX • The Nova Scotian

CHARLOTTETOWN • The Charlottetown

ST. JOHN'S • Newfoundland Hotel

*A CNR Hotel Operated by Hilton of Canada, Ltd.
‡Under joint management of the Canadian National
Railways and the Canadian Pacific Railway Company.



TRAVEL RELAXED... TAKE THE TRAIN



nord et sud

Search where you will, you'll have a hard time finding as charming a spot as Mont Tremblant Lodge for your next meeting!

Here, at the foot of the Laurentians' highest peak, is a complete French-Canadian village with every facility, every service to delight your delegates. Comfortable accommodations for up to 300 persons... an experienced staff to handle all details... a wide variety of meeting rooms at your disposal... delicious food.

In winter or in summer there is every opportunity here for work and play at one of the most famous resort clubs in the Americas. Rates are surprisingly modest, and your inquiry is respectfully solicited.



80 miles
north of
Montreal

**Mont
Tremblant
Lodge**

Club & Cottages
Mont Tremblant, P.Q.
Canada

Siegfried Fallier, Jr., Sales Mgr.
Telephone: St. Jovite 83

FRENCH CANADA...
First Choice for SUCCESSFUL CONVENTIONS

The Manoir Richelieu AND COTTAGES MURRAY BAY, QUEBEC

Superb resort living for groups up to 600, all-inclusive rates... come in June, late August or September.

In the pine-scented Laurentians overlooking the St. Lawrence... large Casino for meetings and dancing. Championship golf, tennis, Lido beach, heated saltwater pool, excellent fishing. Superb cuisine.

Write for detailed Convention brochure to H. M. Costello, Convention Dept., Box 100, Montreal, Canada.



A DIVISION OF CANADA STEAMSHIP LINES

QUEBEC

Quebec continued

Exhibit Areas: Commercial Building, 40,000 sq. ft.; Industrial Pavilion, 15,000 sq. ft.; Agricultural Pavilion, 51,000 sq. ft. on two floors; Cattle Pavilion, 16,000 sq. ft.; New "Varieties" Pavilion, 5,950 sq. ft.

Rental Fees: On application. No services included
Floor Load: Unlimited. **Ventilation:** Forced
Calling Height: from 15 to 40 ft.
PA System: Available on rental
Dimensions, Opening to Exhibit Hall: Sufficient to take care of any load

No. of Elevators and Capacity: One-1,500 lbs. in Agricultural Pavilion
Columns, Locations and Dimensions: None in Exhibit area

Utilities Available: Electricity, water and drain
Loading Facilities: Excellent
Railroad Sidings: Nearby on ground
Locations of Storage Buildings: 8 to 10 sheds, 20 & 100 each

Number of Meeting Rooms and Capacities: Agriculture Pavilion: Three, 30 each

Facilities to Handle Food Functions and Banquet Capacity: Lunch counter; banquet for 600 can be arranged

Parking Facilities: 3,000 cars
Distance from Business District: One mile

Chateau Frontenac

See Advertisement, Page 217

Des Carrières St. (Phone: LA 23861)

Manager: G. J. Jessop

Convention Season: All year, except July 1 to Sept. 15

Largest Group Accommodated: 700 (300 rooms and 15 suites available)

Convention Rates: Single: 6.50-16.00; Double: 9.50-21.00; Suites: 30.00-40.00. European. Rates subject to change

No. Mtg. Rms. & Capacity of Largest: 9 (750)

No. Banquet Rms. & Capacity of Largest: 8 (700)

Group Meal Rates: Breakfast: from .55; Lunch: from 1.60; Dinner: from 1.75

Liquor: Served in hotel

Charges for Banquet & Mtg. Rms.: None for meeting rooms, if convention consists of 200 or more persons

Audio-Visual Aids: 35mm sound projector, 16mm film/sound projector, 16mm silent projector, slide projectors

Hotel Saint Louis

33 St. Louis St. (Phone: LA 2-2771)

Manager: Henri J. Gohier

Convention Season: All year, except July and August

Largest Group Accommodated: 150 (75 rooms, 2 suites available)

Convention Rates: Single: 6.00-8.00; Double: 9.00-12.00; Suites: 18.00. European

No. Mtg. Rms. & Capacity of Largest: 2 (200)

No. Banquet Rms. & Capacity of Largest: 1 (200)

Group Meal Rates: Breakfast: .50; Lunch: 1.50; Dinner: 1.75

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Net Exhibit Space: 2,400 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights
Stage: 10' x 10'
Sports Facilities: Swimming, tennis, golf, skiing, skating, tobogganing, boating

STE. ADELE

Railroads: C.P.; Can. Nat.; N.Y.C.; Rut.; D. & H.; M. & S.C.—all to Montreal

The Chantecler (HSMA)

See Advertisement, Page 222

(Phone: Capital 9-3555)

Manager: A. E. Marin

Sales Manager: Leslie C. Powell

Convention Season: Labor Day to pre-Christmas; Jan. 7-31; mid March-June 30

Largest Group Accommodated: 200 (70 rooms, 6 suites available)

Air Conditioning: Banquet rooms

Convention Rates: Single: 13.00 to 23.00; Double: 12.50 to 17.00; Suites: 15.50 to 20.00. American

No. Mtg. Rms. & Capacity of Largest: 8 (900)

No. Banquet Rms. & Capacity of Largest: 5 (700)

Group Meal Rates: Breakfast: 1.50; Lunch: 3.00; Dinner: 3.50

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None

Net Exhibit Space: 5,000 sq. ft. on one floor, included as meeting room if desired

Audio-Visual Aids: PA system, spotlight, 16mm sound and 35mm slides, projectors

Stage: Available

Sports Facilities: Fishing, swimming (year round), tennis, golf, riding, boating, skiing, curling, skating

Le Montclair Inn & Cottages (HSMA)

(Phone: Capital 9-3541)

Manager: Roger Couillard

Convention Season: All year except Dec. 24-31; Jan. 10; July 10-Aug. 15

Largest Group Accommodated: 135 (75 rooms, 15 suites available)

Convention Rates: Single: 10.50-14.50; Double: 10.00-12.50. 10% reduction out of season. American

No. Mtg. Rms. & Capacity of Largest: 2 (500)

No. Banquet Rms. & Capacity of Largest: 2 (500)

Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None

Net Exhibit Space: 5,000 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights, 16mm, 8mm projectors, screen

Stage: Yes (30'x15')

Sports Facilities: Skiing, swimming, golf, boating, fishing, tennis, riding

STE. AGATHE DES MONTS

Railroads: C. N.; C. P.

Laurentide Inn (HSMA)

(Phone: 391)

Manager: Kenneth W. Harrison

Convention Season: All year, except July and August

Largest Group Accommodated: 125 (60 rooms, 2 suites available)



The Chantecler the complete hotel for conventions, meetings; 45 miles north of Montreal in the Laurentians

Plan a successful event in this unique lake-and-mountain area where Canada's premier year-round resort offers every service and facility.

Accommodates up to 225 people • variety of large and small meeting rooms with necessary equipment • banquet facilities • outstanding

French cuisine • delightful atmosphere in picturesque French-Canadian setting • reasonable American Plan rates • all sports in season plus indoor heated solarium pool. For folder, write to S. M. Powell, Chantecler, Ste. Adèle, P. Q., Canada.

MEMBER HOTEL SALES MANAGEMENT ASSOCIATION

SALES MEETINGS/Part II SALES MANAGEMENT

Air Conditioning: Banquet and meeting rooms, bedrooms
 Convention Rates: Single: 15.00; Double: 24.00, American
 No. Mtg. Rms. & Capacity of Largest: 3 (125)
 No. Banquet Rms. & Capacity of Largest: 1 (120)
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Net Exhibit Space: 5,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 16mm sound projector
 Stage: Available
 Sports Facilities: Golf, tennis, riding, swimming, fishing, winter skiing, skating
 Hotel Representative: William P. Wolfe Organization (see pg. 29)

The Manor House (HSMA)

See Advertisement, Page 223

(Phone: 420)
 Manager: Joseph B. Laing
 Convention Season: All year except Feb., July, Aug.
 Largest Group Accommodated: 125
 Air Conditioning: 10 bedrooms
 Convention Rates: Single: 12.00 to 15.00; Double: 18.00 to 24.00
 No. Mtg. Rms. & Capacity of Largest: 3 (500)
 No. Banquet Rms. & Capacity of Largest: 1 (500)
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.50
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 5,000 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, blackboards, 16mm sound projector
 Stage: Available
 Sports Facilities: All summer and winter sports; golf 20 minutes from hotel

INCENTATIVE PROGRAM for FRENCH CANADA
 Just One Hour Easy Travel North of Montreal on New Autoroute No. 11
 Complete Facilities for Sales Groups of 20 to 100 Persons
 Attractive All-Inclusive Rates—No Extras

Felder C. **MANOR HOUSE** AAA
 Ste. Agathe des Monts 20, P. Q. Canada

STE. MARGUERITE STATION

Railroads: Can. Pac.

Alpine Inn and Cottages (HSMA)

See Advertisement, Page 223

Ste Marguerite Station (Phone: Ste Marguerite 106)
 President: H. F. Gibson
 Convention Season: All year except July and Aug.
 Largest Group Accommodated: 190 (98 rooms, 3 suites available)
 Air Conditioning: Entire hotel
 Convention Rates: Single: 16.00-20.00; Double: 26.00-32.00; Suites: from 20.00, American
 No. Mtg. Rms. & Capacity of Largest: 5 (300)
 No. Banquet Rms. & Capacity of Largest: 1 (200)
 Group Meal Rates: Breakfast: 1.25; Lunch: 3.50; Dinner: 4.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 4,940 sq. ft. on two floors
 Audio-Visual Aids: PA system, spotlights, 16mm projector, screen
 Stage: Platforms
 Sports Facilities: Golf, putting green, tennis, skating, heated swimming pool
 Hotel Representative: William P. Wolfe Organization (see pg. 29)

Chalet Cochand (HSMA)

Ste. Marguerite Stn. (Phone: CA 8-2511)
 Manager: Louis Cochand
 Sales Manager: M. Lessard
 Convention Season: April 1-July 1, Sept. 15-Dec. 15
 Largest Group Accommodated: 130 (72 rooms, 7 suites available)
 Convention Rates: Single: 10.00 to 15.00; Double: 9.50 to 13.50; Suites: 11.50 to 15.00, American
 No. Mtg. Rms. & Capacity of Largest: 4 (125)
 No. Banquet Rms. & Capacity of Largest: 1 (150)
 Group Meal Rates: Breakfast: 1.25; Lunch: 2.25; Dinner: 2.75 to 3.50
 Liquor: Served in hotel
 Net Exhibit Space: 900 sq. ft. on one floor, included in meeting space

Audio-Visual Aids: PA system, spotlights, 16mm projectors, blackboards
 Stage: Available
 Sports Facilities: Complete winter and summer sports
 Hotel Representatives: Robert F. Warner, Inc., William P. Wolfe Organization (see pg. 29)

TADOUSSAC

Railroads: C.N.R.—to Murray Bay, then bus or C.S.L. steamer

Tadoussac Hotel

(Phone: 20)
 Manager: Leslie K. Sheppard
 Convention Season: End of June, early July, end of Aug.
 Largest Group Accommodated: 225 (130 rooms, 4 suites available)
 Convention Rates: Single: 13.00-16.00; Double: 26.00-30.00; Suites: 40.00, American
 No. Mtg. Rms. & Capacity of Largest: 4 (250)
 No. Banquet Rms. & Capacity of Largest: 1 (225)
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.75; Dinner: 3.25
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Net Exhibit Space: 3,200 sq. ft. on one floor, included in meeting space
 Audio-Visual Aids: PA system spotlights
 Stage: Available
 Sports Facilities: Golf, tennis, swimming pool, lawn bowling, putting green, fishing, billiard room, ping pong, shuffleboard

SASKATCHEWAN

REGINA

Railroads: C.P.; C.N.
 Airlines: Pacific Western, TCA



*the Alpine Inn
and Cottages*

CANADA'S FINEST CONVENTION HOTEL

60 minutes north of Montreal in the LAURENTIAN MOUNTAINS
 Ste-Marguerite Station, Quebec.

- Completely air-conditioned.
- American plan accommodation for 200 guests.
- Private meeting rooms.
- 16 mm projector, P. A. system.
- Alpine style bar. Dow Jones tape ticker.
- In the relaxing quiet of the mountains Conventions produce results.
- Dancing, swimming, golf, tennis, hiking.
- Internationally famous cuisine.
- Comfortable lounges.

Free illustrated booklet available on request.

For reservations and full details write to: H. F. Gibson, Mgr., or contact our New York Representative, William P. Wolfe Organization, 500 Fifth Ave., Tel. LOngacre 5-1114.

A CARDY HOTEL
 Vernon G. Cardy
 President



H. F. Gibson
 Manager

SASKATCHEWAN Saskatoon continued

Hotel Saskatchewan

Victoria & Scarth Sts. (Phone: LA 2-7691)
 Manager: C. M. Rennie
 Convention Season: All year
 Largest Group Accommodated: 200 (100 rooms, 5
 suites available)
 Convention Rates: Single: 9.00-13.50; Double:
 13.00-17.50; Suites: 22.00 up. European
 No. Mtg. Rms. & Capacity of Largest: 11 (400)
 No. Banquet Rms. & Capacity of Largest: 8 (300)
 Liquor: With permit only
 Charges for Mtg. Rms.: Variable
 Charges for Exhibit Areas: Variable
 Net Exhibit Space: 6,363 sq. ft. on more than
 one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Available
 Sports Facilities: Golf, tennis, swimming

SASKATOON

Railroads: C.P.; C.N.
 Airlines: Pacific Western, TCA

Bessborough Hotel

See Advertisement, Page 221

Spadina Crescent (Phone: 5521)
 Manager: H. J. Gunning
 Convention Season: All year
 Largest Group Accommodated: 258 (125 rooms,
 5 suites available)
 Air Conditioning: Bedrooms, banquet halls
 Convention Rates: Single: from 7.00-10.00; Double:
 9.50-13.00; Suites: from 18.00
 No. Mtg. Rms. & Capacity of Largest: 6 (600)
 No. Banquet Rms. & Capacity of Largest: 5 (550)
 Group Meal Rates: Breakfast: 1.75; Lunch: 2.50;
 Dinner: 2.75
 Liquor: Served in hotel
 Charges for Mtg. Rms.: 10.00-125.00 per day
 Charges for Exhibit Areas: 125.00-175.00
 Net Exhibit Space: 3,448 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights
 Stage: Yes (20'x30')



the Big Change in Puerto Rico's Horizon

La Concha offers exciting newness, spectacular beauty
 —against a backdrop of foreign enchantment!

Old-world charm, exotic, foreign flavor—fascinating places to go, new things to do
 —plenty of sun, ocean fun! These are the rewards of meeting away from the ordinary
 ... in the Caribbean ... in Puerto Rico!

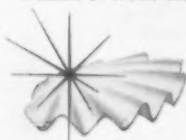
And because Puerto Rico is a part of the United States, you'll feel right at home
 here—with American conveniences, American cuisine to suit your mood, and no
 language or currency problems to bother you. Today, some of the biggest conventions
 are being held in Puerto Rico ... where you're at home *abroad*!

The magnificent, new La Concha—now in its second season—is located on its own
 ocean beach, in the fashionable Condado section of San Juan. Facilities for your
 enjoyment include cabana club, king-size pool, two main dining rooms, night club,
 three cocktail lounges. Tennis on premises. Golf privileges. Completely air conditioned.
 250 rooms. No passports, visas, or vaccinations necessary for U.S. citizens.

La Concha was designed—and staffed—with the handling of conventions, sales
 meetings, and other groups in mind. The grand ballroom will accommodate 700
 persons ... other meeting and banquet rooms adapt themselves to smaller groups.
 La Concha is completely equipped to provide sound, projection, and lighting equip-
 ment—and other accessories—as well as photographic, publicity, and secretarial
 services. *Attractive convention rates!*

Send for Colorful Convention Brochure!

If you like your meetings with a dash of the unusual, send for your free copy of
 La Concha's beautiful and comprehensive convention brochure. Write to: Henning
 Mogensen, Acting General Manager, Hotel la Concha, San Juan, Puerto Rico.
 William P. Wolfe Organization, Representatives.



laConcha

HOTEL, BEACH & CABANA CLUB
 SAN JUAN, PUERTO RICO

HENNING MOGENSEN,
 Acting General Manager

AN ASSOCIATED FEDERAL HOTEL • Cecil Mills, President

U. S. ISLAND POSSESSIONS

PUERTO RICO

BARRANQUITA

El Barranquitas (HSMA)

See Advertisement, Page 224

Manager: Chester Layton
 Sales Manager: Leo J. Ethier
 Convention Season: All year
 Largest Group Accommodated: 75 (30 rooms, 4
 suites available)
 Convention Rates: Single: 10.00-14.00; Double:
 13.00-17.00; Suite: 28.00. European
 No. Mtg. Rms. & Capacity of Largest: 2 (75)
 No. Banquet Rms. & Capacity of Largest: 1 (75)
 Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
 Dinner: 5.00
 Liquor: Yes
 Charges for Mtg. Rms.: None
 Audio-Visual Aids: PA system, spotlights, 16mm
 projector
 Stage: Yes
 Sports Facilities: Swimming, tennis, riding, pitch-
 putt golf course
 Hotel Representative: Utell International (see pg.
 29)

SAN JUAN

Airlines: DAL, EAL, PAA, Trans Caribbean

MEETINGS **CLICK** IN PUERTO RICO!

A gracious setting for your
 next
 meeting



Condado Beach Hotel

SAN JUAN, P. R.

... or an hour's drive
 into the cool
 green hills



el Barranquitas
 BARRANQUITAS, P. R.

At either of these fine hotels ...

- Time to think and talk
- Time to relax—swimming and sports
- Excellent facilities ... sensible rates

For all details:

UTELL INTERNATIONAL

160 Central Park South, New York 19

CONDADO-CARIBBEAN HOTELS, INC.



FOR INSTANCE... On "Convention Island", San Juan, Puerto Rico

Caribe Hilton

SAN JUAN • PUERTO RICO • U. S. A.

Set on a beautifully garden-landscaped peninsula, The Caribe Hilton offers complete seclusion for conventioners, plus facilities for all summer sports and other entertainment.

- 450 air-conditioned rooms
- Meeting capacity: 10 to 500
- Pool, surf bathing and other sports
- No passport or currency problems
- 5½ hours from New York, 3½ hours from Miami

AND . . . more of the finest in flexible convention facilities

LATIN AMERICAN or CARIBBEAN CONVENTION? *check Hilton first*

Today, more and more executives are looking abroad for effective meeting sites. They're looking for fine business meeting facilities where audiences will be attentive; unusual places for off-hours relaxation; luxurious settings for post-convention tours. Where better than the Caribbean or Latin American areas? And where better than in one of these four beautiful Hilton Hotels?

Get the full convention story on any or all of these fine hotels from: Sales Division, Hilton Hotels International, The Waldorf-Astoria, New York 22, N. Y. Telephone MUrray Hill 8-2240

Hilton Hotels

International

CONRAD N. HILTON
PRESIDENT



habana hilton

- Meeting rooms for 100 to 1850
- Banquet facilities for 50 to 1300
- Closed circuit TV
- 630 air-conditioned rooms, each with private balcony
- Pool and Cabana Club
- No passport or currency problems
- Only 4½ hours from New York, 55 minutes from Miami by air, overnight by ship from Miami



El Panamá Hilton

IN GLAMOROUS PANAMA,
REPUBLIC OF PANAMA

This past year, some of America's most progressive organizations convened in this 300 room, air-conditioned hotel. The exotic atmosphere leads to fresh, imaginative solutions. Convention facilities serve up to 1200. Swimming pool, tennis courts.



Continental Hilton

IN THE HEART OF MEXICO CITY

Everything, including your meetings, absorbs the vivid colors of this historic metropolis. Meetings from 40 to 350 persons, and all 400 rooms air-conditioned. Also, Las Brisas Hilton in Acapulco. Ideal setting for post-convention visit.

LET **El San Juan**
Intercontinental
make your convention
unconventional this year!

Board meetings on the beach? Big deals in the dining room? Private caucuses in the cocktail lounge? Or formal assemblies in banquet rooms that hold up to 1500? They're all awaiting your business-and-pleasure at the San Juan Intercontinental, located on 15 beautiful acres in sunny Puerto Rico.

In Puerto Rico, you have all the fun of a foreign land—with no passports, inoculations, visas, or customs to complicate your planning. At the San Juan Intercontinental, you'll have restaurants, bars, pool, cabana

club, nearby golf course and our own 1500-foot private beach—finest on the island—plus all the service and efficiency of an outstanding convention hotel!

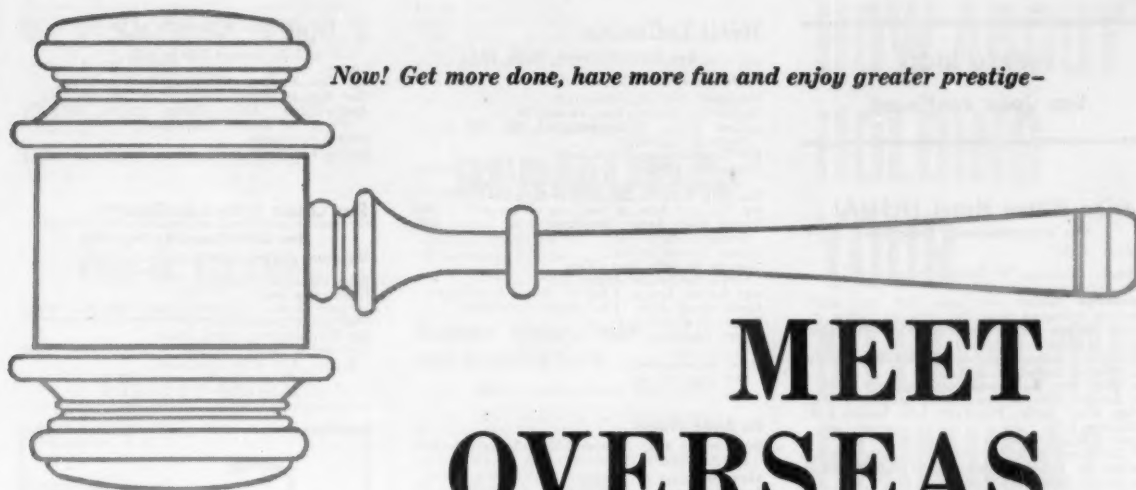
The San Juan Intercontinental is just *one* of 15 modern Intercontinental Hotels in 11 friendly foreign lands. All are supervised to American standards.

Phone your travel agent or Intercontinental Hotels (in New York—STillwell 6-5858, in Miami—FRanklin 1-6661). Or write Intercontinental Hotels, Chrysler Bldg., New York 17.



INTERCONTINENTAL HOTELS

The World's Largest Group of International Hotels



Now! Get more done, have more fun and enjoy greater prestige—

MEET OVERSEAS

in the Convention Capital of the Caribbean

PUERTO RICO

... and Trans Caribbean's "Group-Air" Service gets your group there in just a few hours from New York ... offers a new high in luxury ... a new high in savings!

Perfect setting for business and pleasure!

Centuries-old churches, buildings, fortifications contrast dramatically with finest luxury hotels (Caribe Hilton, Condado Beach, Dorado Beach, Intercontinental, La Concha, La Rada), distinguished restaurants, theatres, night spots, golf courses, beaches. Fishing is fabulous, there are sports of all sorts, and always breath-taking is the island's tropic beauty, its aura of romance, and consistently temperate climate. Everything you need for a successful sales meeting or convention is here. Working hours are more rewarding—for everyone is more relaxed, alert ... and you enjoy the fresh perspective, greater prestige of meeting overseas.

NOTE: And there's the added advantage of being less than 1 hour from the U.S. Virgin Islands—for fabulous Free Port Shopping and exciting side trips.

Trans Caribbean's "Group-Air" Flight Plan

is a specialized group service to provide maximum convenience and economy!

- You enjoy the safety, comfort and efficiency of scheduled air travel on Super DC-6B radar-equipped planes, including hors d'oeuvres, meals and beverage service.
- We make all hotel, sightseeing and other arrangements for you, help you plan your meetings and run them smoothly from start to finish—spare you the wear and tear of hundreds of burdensome details and offer you substantial savings.

Your travel agent will be pleased to arrange any Trans Caribbean "Group-Air" Flight, at no additional cost. Consult him or



TRANS CARIBBEAN AIRWAYS

"Group-Air" Department

375 PARK AVENUE, NEW YORK 22, N. Y. • MURRAY HILL 8-4400

PUERTO RICO

San Juan continued

Caribe Hilton Hotel (HSMA)

See Advertisement, Page 225

(Phone: 30030)

Manager: Alphonse W. Salome, Jr.

Sales Manager: Felix Alegria

Convention Season: All year, but only small groups accepted from Dec. through Easter.

Largest Group Accommodated: 420 (200 rooms and 10 suites available)

Convention Rates: Single: 12.00-14.00; Double: 16.00-18.00; Suites: 28.00-50.00

No. Mtg. Rms. & Capacity of Largest: 4 (600)

No. Banquet Rms. & Capacity of Largest: 3 (250)

Group Meal Rates: Breakfast: 1.75; Lunch: 2.25; Dinners: 5.00

Liquor: Served in hotel

Air Conditioning: Entire hotel

Charges for Banquet & Mtg. Rms.: 10.00 to 150.00

Net Exhibit Space: 3,478 sq. ft.

Audio-Visual Aids: 16mm and 35mm sound projectors, stereopticon machine, screens, film strip projector, PA system, spotlights

Sports Facilities: Swimming, tennis, golf, fishing, beach, pool

Condado Beach Hotel (HSMA)

See Advertisement, Page 224

Managing Director: James Weber

Manager: Frederick E. Dieterle

Convention Season: All year

Largest Group Accommodated: 120 (60 rooms, 3 suites available)

Air Conditioning: Banquet and meeting rooms, bedrooms

Convention Rates: Single: 13.00-21.00; Double: 16.00-24.00. European

No. Mtg. Rms. & Capacity of Largest: 4 (500)

No. Banquet Rms. & Capacity of Largest: 4 (500)

Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinners: 4.25

Liquor: Served in hotel

Charges for Mtg. Rms.: Minimum

Charges for Exhibit Areas: Minimum

Net Exhibit Space: 1,000 sq. ft.

Audio-Visual Aids: PA system, spotlights, 16mm sound projector, screen

Stage: Available

Sports Facilities: Tennis, pool, volleyball, swimming, fishing

Hotel Representative: Utell International (see pg. 29)

Hotel LaConcha

See Advertisement, Page 224

Ashford Avenue (Phone: 3-6090)

Manager: Henning Mogensen

Convention Season: May 15-Dec. 14

Largest Group Accommodated: 400 (200 rooms, 16 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: from 13.00; Double: from 16.00; Suites: from 35.00. European

No. Mtg. Rms. & Capacity of Largest: 5 (700)

No. Banquet Rms. & Capacity of Largest: 3 (750)

Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinners: 5.00

Liquor: Served in hotel

Charges for Mtg. Rms.: Vary

Charges for Exhibit Areas: Vary

Net Exhibit Space: 5,200 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights

Stage: Available

Sports Facilities: Tennis, swimming, shuffleboard, nearby golf

Hotel Representative: William P. Wolfe Organization (see pg. 29)

La Rada Hotel

Dr. Ashford Ave. (Phone: 3-2800; Telegraph: Larada San Juan)

Manager: Jose E. Algeria

Res. Manager: June Christensen

Sales Manager: Miss Maria E. Coca

Convention Season: All year except Dec. 15-March 31

Largest Group Accommodated: 112 (50 rooms, 10 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 10.00-18.00; Double: 12.00-20.00; Suites: 20.00 up. European

No. Mtg. Rms. & Capacity of Largest: 4 (200)

No. Banquet Rms. & Capacity of Largest: 1 (125)

Group Meal Rates: Breakfast: 1.00 up; Lunch: 2.50; Dinners: 5.50 up

Liquor: Served in hotel

Charges for Mtg. Rms.: Variable

Charges for Exhibit Areas: Variable

Net Exhibit Space: 500 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights, projectors on rental basis

Sports Facilities: Swimming pool or beach, water skiing, boating, golf, tennis

Hotel Representatives: Jim Mills & Associates, Inc., Robert F. Warner, Inc. (see pg. 29)

Normandie Hotel

Manager: William C. Otero

Convention Season: All year, except Jan. 15 to Apr. 1

Largest Group Accommodated: (40 to 90 rooms and 4 suites available)

Convention Rates: Variable with size of groups

No. Mtg. Rms. & Capacity of Largest: 4 (1,000)

No. Banquet Rms. & Capacity of Largest: 3 (500)

Group Meal Rates: Breakfast: .75 to 1.50; Lunch: 1.25 to 2.75; Dinners: 2.00 to 4.50

Liquor: Served in hotel

Air Conditioning: 40 bedrooms

Net Exhibit Space: 2,000 sq. ft. on one floor

Audio-Visual Aids: 16mm sound projector, screen, PA system, spotlights

Stage: Available

Sports Facilities: Beach, pool, fishing

San Juan Intercontinental

See Advertisement, Page 226

Manager: Harley J. Watson

Sales Manager: Santiago Sifre

Convention Season: All year

Largest Group Accommodated: 650 (303 rooms, 65 suites available)

Air Conditioning: Entire hotel

Convention Rates: Single: 11.00; Double: 14.00; Suites: 28.00-50.00. European

St. Croix
by the Sea

St. Croix, Virgin Islands, U.S.A.



Perfect

for up to 75 persons in search of a "different" informal setting.

On the blue Caribbean with a 150' swimming pool, carved right into the ocean.

2000 square feet lounge for meetings. Free port shopping. Sailing — Fishing — Snorkeling.

Modified American plan from \$10 in summer, from \$17 in winter.

JUST 6 HOURS FROM NEW YORK

For brochures, details, open dates contact

Utell International

Essex House, New York 19

PLaza 7-2981

Hold your Sales Meeting in **SUNNY** **SAN JUAN**

For a winning combination of business plus pleasure, Eastern Air Lines suggests tropical Puerto Rico for your next convention or sales meeting. Eastern offers direct service from New York, Chicago, Indianapolis, Atlanta, Jacksonville, Tampa-St. Petersburg and Miami, plus connections from over 100 other cities. Leaders of groups of 15 or more are Eastern's guests.

Obtain information from Convention Manager, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, N. Y., or from your local Eastern Air Lines office.

EASTERN AIR LINES

Serving 95% of the Nation's Convention Cities



No. Mtg. Rms. & Capacity of Largest: 4 (1,500)
 No. Banquet Rms. & Capacity of Largest: 4 (1,200)
 Group Meal Rates: Breakfast: 1.25; Lunch: 1.75;
 Dinner: 2.75
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 1,200 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 16mm.,
 slide projectors
 Stage: Available
 Sports Facilities: Swimming, volley ball, shuffle-
 board

VIRGIN ISLANDS

ST. THOMAS

Airlines: BWA, CBA, PAA
 Steamships: P. & O.

Virgin Isle Hotel

(Phone: 690; Telegraph: Virgisle)

Manager: Henry L. Kimmelman
 Managing Director: Henry L. Kimmelman
 Convention Season: All year—except Dec. 20-Jan.
 5 and Jan. 20-Mar. 20
 Largest Group Accommodated: 170 (75 rooms,
 8 suites available)
 Air Conditioning: Banquet rooms
 Convention Rates: May 1 to Nov. 30—Single: 19.00;
 Double: 29.00; Suites: 45.00-50.00, Dec. 1 to Apr.
 30—Single: 24.00; Double: 36.00; Suites: 60.00 to
 65.00, European
 No. Mtg. Rms. & Capacity of Largest: 4 (500)
 No. Banquet Rms. & Capacity of Largest: 2 (250)
 Group Meal Rates: Breakfast: 2.00; Lunch: 3.00;
 Dinner: 5.00
 Liquor: Served in hotel
 Charges for Mtg. Rms.: None
 Charges for Exhibit Areas: None
 Net Exhibit Space: 600 sq. ft. on one floor
 Audio-Visual Aids: PA system, spotlights, 16mm
 sound projector

Stage: Yes
 Sports Facilities: Tennis, pool, golf, beach, deep
 sea fishing, snorkeling, water skiing, shuffle-
 board, sailing, ping pong
 Hotel Representative: Jim Mills & Associates (see
 pg. 29)

BERMUDA

Airlines: CUBANA, DAL, EAL, PAA, TCA
 Steamships: Furness

Belmont Manor Hotel and Country Club

See Advertisement, Page 229

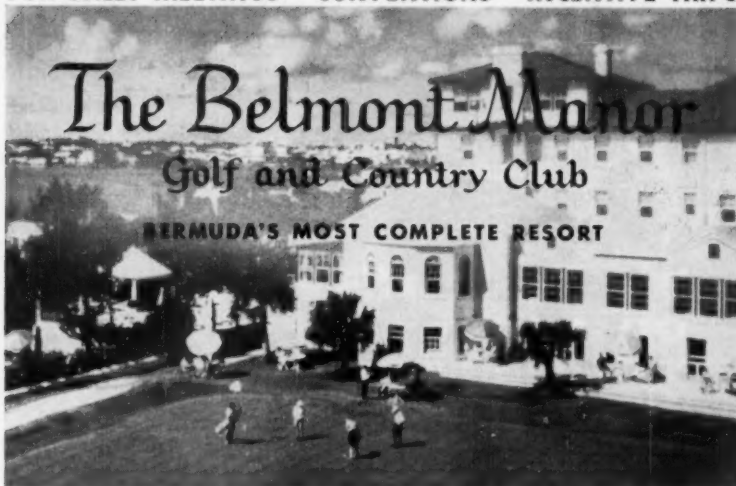
(Phone: 1301; Telegraph: Belmont-Bermuda)
 Manager: Helmut Chietini
 Convention Season: All year
 Largest Group Accommodated: 200 (80 rooms, 20
 suites available)
 Air Conditioning: Some bedrooms
 Convention Rates: Upon request, Modified & full
 American plan
 No. Mtg. Rms. & Capacity of Largest: 4 (450)
 No. Banquet Rms. & Capacity of Largest: 7 (350)

Bermudiana Hotel

See Advertisement, Page 230

Hamilton
 Manager: Carroll F. Dooley
 Convention Season: November to March
 Largest Group Accommodated: 450 (235 rooms
 plus suites)
 Air Conditioning: Entire hotel
 Convention Rates: Single 22.00 to 30.00; Double:
 28.00 to 40.00; Suites: 60.00
 No. Mtg. Rms. & Capacity of Largest: 4 (400)
 No. Banquet Rms. & Capacity of Largest: 2 (450)

FOR SALES MEETINGS—CONVENTIONS—INCENTIVE TRIPS



Private 18 hole Championship Golf Course right on the grounds . . . the fabulous new Sapphire Pool—a comfortable 80° always . . . dancing and entertainment nightly. Beautifully situated on the Great Sound, across from Hamilton. Accommodations for up to 225 guests with meeting rooms for 450 persons.

THE BELMONT MANOR GOLF AND COUNTRY CLUB, WARWICK, BERMUDA

Represented by Leonard Hicks Jr. & Associates

New York • Miami • Chicago • Washington • Atlanta • Detroit • Toronto

NOVEMBER 20, 1959

HOW ABOUT HOLDING YOUR MEETING IN BERMUDA?



Here's the ideal island setting for successful sales meetings, small conventions and directors' sessions . . . beautiful scenery, comfortable climate, fewest interruptions. Bermuda's only hours away from major cities in the United States and Canada. Just 3 hours by air from New York, daily flights by trans-Atlantic airliners. A week-end away by luxurious ocean liner, sailings weekly.

Recreation facilities are superb . . . for golf, tennis, fishing, swimming . . . for sightseeing and duty-free shopping too.



Restaurants are excellent. Famous hotels have dancing and nightly entertainment. Bermuda is well experienced in expertly taking care of all the requirements of small or large groups. Rates are reasonable.

FREE New 24-page booklet, "Bermuda . . . Headquarters for Memorable Meetings and Conventions." Write for it today to: The Bermuda Conference Service (Room 319) 620 Fifth Ave., New York 20, N.Y.

The Bermudiana

Be
the First

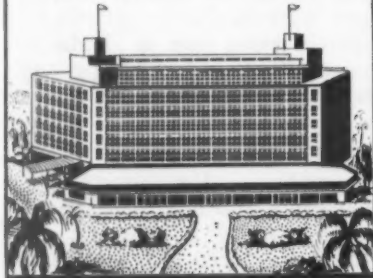
AT Bermuda's Newest, Finest CONVENTION HOTEL!

Convenient location right in the heart of Hamilton, the new, magnificent BERMUDIANA...the multi-million dollar investment in gracious Island living that's slated for 1960's most successful conventions. Choice dates are now open ... write today for full information.

Carroll E. Dooley, Mgr. Dir.

- ★ Convention Groups to 460.
- ★ 3 spacious Meeting Rooms, plus Committee Rooms, Complete Sound and Projection equipment.
- ★ Swimming Pool, Private Beach Club ... Moongate and Sunken Gardens Nightclubs.
- ★ Completely Air Conditioned, individual control ... most rooms with terrace or balcony.

ROBERT REID ASSOCIATES, INC.
Representatives
610 Fifth Avenue, Rockefeller Center
New York 20 PL 7-2444
CHICAGO • MONTREAL • TORONTO



BERMUDA continued

Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: Usually none
Net Exhibit Space: 2,000 sq. ft.
Audio-Visual Aids: PA system, spotlights, projectors, blackboards
Stage: Yes
Sports Facilities: Swimming pool, private beach club, golf, tennis, shuffleboard, game room
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Yes (12x24)
Sports Facilities: Golf, tennis, heated salt water pool, croquet, water skiing, boating

The Castle Harbour (HSMA) See Advertisement, Page 230

(Phone: 7661)
Manager: John C. Fischbeck
Sales Manager: Edwin K. Williams
Convention Season: All year, except Easter season
Largest Group Accommodated: 500 (300 rooms, 10 suites available)
Air Conditioning: Entire hotel
Convention Rates: March to May—Single: 22.00-32.00; Double: 34.00-50.00; Suites: 65.00-120.00
June to Feb.—Single: 20.00-30.00; Double: 32.00-48.00; Suites: 65.00-120.00
No. Mtg. Rms. & Capacity of Largest: 1 (250)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 5.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,660 sq. ft.

Audio-Visual Aids: Slide and movie projectors
PA system, spotlights
Stage: Yes
Sports Facilities: Swimming pool, beach, fishing, golf, tennis, shuffleboard
Hotel Representative: William P. Wolfe Organization (see pg. 29)

Elbow Beach Surf Club

(Phone: 4301; Telegraph: Elbow Beach)
Manager: E. R. Hetland
Convention Season: Nov. to March
Largest Group Accommodated: 300 (150 rooms, 6 suites available)
Air Conditioning: 60 bedrooms, banquet rooms
Convention Rates: Single: 22.00-30.00; Double: 32.00-40.00; Suites: 45.00-50.00. Modified American
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 2.50; Dinner: 4.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft. on one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights, 16mm sound, 35mm slide projectors
Stage: Available
Sports Facilities: Tennis, shuffleboard, private beach, gameroom
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

Mid Ocean Club

Tucker's Town (Phone: 7111; Telegraph: Midoclub)
Manager: Gordon D. Hutchings
Convention Season: Jan., Feb., Aug., Sept., Oct. 1-15, Dec. 15-31
Largest Group Accommodated: 40 (20 rooms, 1 suite available)
Air Conditioning: Some bedrooms
Convention Rates: Single: 18-30.00; Double: 32.00-50.00; Suites: 60.00. Modified American
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None usually
Net Exhibit Space: None
Audio-Visual Aids: Available
Stage: No
Sports Facilities: Golf, tennis, sailing, swimming

Hotel St. George

St. George's Parish (Phone: Bermuda 9143; Telegraph: Dragon Bermuda)
Manager: Richard Toohill
Largest Group Accommodated: 175 (99 rooms)
Air Conditioning: Banquet halls
Convention Rates: Single: 14.00 to 20.00; Double: 22.00 to 32.00; Modified American
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms.: 3
Group Meal Rates: Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 2,275 sq. ft. all on one floor included in meeting room space
Audio-Visual Aids: Blackboards, lecterns, PA system, spotlights
Stage: Yes
Sports Facilities: Golfing, ocean fishing, indoor swimming pool, tennis, shuffleboard, croquet, ping pong

BUSINESS IS A

pleasure...



AT BERMUDA'S

Castle Harbour

For top attendance, the Island's largest seaside resort ... every facility for a successful convention ... finest beach, pool, golf, tennis, sailing, 300 rooms, air-conditioned, master chef cuisine.

JOHN C. FISCHBECK II, Gen. Mgr.

Ask for Color Folders and Convention rates

William P. Wolfe Org., Reps.
500 5th Ave., New York 36 LO 5-1114
Boston, Chicago, Cleveland, Miami, Phila., Toronto

BAHAMA ISLANDS

CAT CAY

Cat Key Club (HSMA)

See Advertisement, Page 232

Manager: William Kenoyer
Sales Manager: John F. Monahan
Convention Season: Easter to late May, early Dec. to late Jan.
Largest Group Accommodated: 80 (100 rooms available)
Convention Rates: 25.00 per person. American
No. Mtg. Rms.: 2
Liquor: Served at both Yacht Club and Kitten Key Bar

The British Colonial

A GILL HOTEL
NASSAU, BAHAMAS



Center of Nassau's fun and night life. On 12-acre waterfront estate adjoining Bay Street, Bahamas' famed shopping district. Completely air conditioned. Pool. 2 private beaches. 9 hole par 3 golf course. La Cage Supper Club. Britannia Bar and Hong Kong Room.

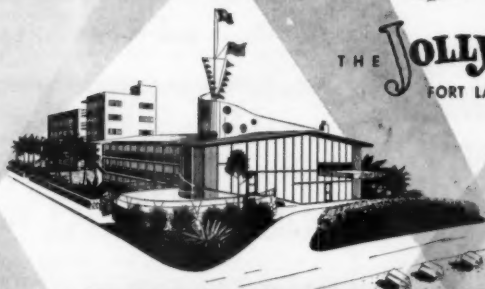
THE YANKEE CLIPPER

FORT LAUDERDALE, FLORIDA



THE JOLLY ROGER

FORT LAUDERDALE, FLORIDA



YANKEE CLIPPER

Ultra modern hotel directly on the ocean's edge. Deluxe air conditioned rooms and suites with private balconies and TV. Pool. Clipper Room for gourmet dining. Polynesian Room with South Seas Revue and dancing. Wreck Lounge. Coffee shop.

JOLLY ROGER

Exciting, intimate hotel with unusual swashbuckling decor. Directly on the beach. Pool. Completely air conditioned and TV in all rooms. Rogues Roost is Florida's most unusual after-dark supper club.

And now... a NEW GILL HOTEL

The TRADE WINDS

FORT LAUDERDALE, FLORIDA

Directly on the Ocean

• New Pool • Air Conditioned
Startling continental atmosphere
in the new PAMPAS ROOM.

your convention will get
SILVER PLATTER SERVICE
at GILL HOTELS
in Fort Lauderdale, Fla., and Nassau, Bahamas

THE Escape

FORT LAUDERDALE, FLORIDA



ESCAPE

Charming hotel with an informal, tropical atmosphere. 9 hole pitch 'n' putt golf course. Pool. Outdoor Bali Bar featuring Caribbean entertainment. Nassau Room and Lounge. Completely air conditioned and TV in every room.

For Full Information Write: Mr. Alan Bland, Group Sales Mgr., P. O. Box 38, Fort Lauderdale, Fla.

MIX PLEASURE WITH BUSINESS

*at this
complete resort hotel
in nearby NASSAU, Bahamas*

CONVENTIONS

MEETINGS

SALES INCENTIVE GROUPS

Directly on the ocean . . . set in 55 secluded acres just minutes from the heart of Nassau. Completely air-conditioned, with fully equipped meeting rooms . . . including separate Thatched-Roof Jungle Club accommodating up to 800.

Cuisine and management in the classic Continental tradition. Private beach, unique Vision-Level Pool, Marine Bar, After-Deck Lounge and smart Empire Dining Room. Tennis, golf, deep-sea fishing, water sports . . . sparkling nightly entertainment. Modified American or European Plan.



The MONTAGU Beach Hotel NASSAU, BAHAMAS

Full details, dates available from

REGINALD G. NEFZGER, General Manager

U. S. Representative: WILLIAM P. WOLFE ORGANIZATION: in New York
Philadelphia • Boston • Chicago • Cleveland • Miami • Toronto • Montreal

Perk up your program!



ADD A CRUISE TO NASSAU! via 1/3 FLORIDA from Miami

\$54^{UP}
ALL OUTSIDE
STATEROOMS!
ROUND TRIP \$39 up

ARRANGE for your members to come a few days early—or stay later for needed relaxation—and grab this chance to see colorful, foreign Nassau! 3-day cruise includes two nights at sea, two days and a night in Nassau.

AIR-CONDITIONED dining room and cocktail lounge. Dancing to ship's orchestra. Entertainment. All meals—the ship is hotel all the way.

FOR COMPLETE INFORMATION WRITE



P&O STEAMSHIP COMPANY

P.O. BOX 1349
MIAMI 8, FLORIDA

BAHAMA ISLANDS

Cat Cay continued

Audio-Visual Aids: 16mm projector & screen, PA system, spotlights
Sports Facilities: Golf, tennis, bath, swimming pool & steel shooting
Hotel Representatives: Robert F. Warner, Inc.; Oliver-Kermit Hotel Associates, Inc.; Premier Hotel Representatives, Inc. (see pg. 29)

GRAND BAHAMA

Airlines: Mackey from Miami, Fort Lauderdale, West Palm Beach, BOAC from Miami, Nassau

Jack Tar's Grand Bahama Club

West End (Phone: PLaza 7-3457, Miami; Teletype: MM-130)
Manager: C. C. McInnis
Sales Manager: Frederick R. Merritt
Largest Group Accommodated: 700 (350 rooms, 20 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 21.00; Double: 30.00-32.00; Suites: 10.00-12.00 additional. Add 6.00 per day for winter rates
No. Mtg. Rm. & Capacity of Largest: 7 (630)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.75
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 1.00 per day per front ft.
Net Exhibit Space: 18,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm standard and cinema-scope slide projector, screen
Stage: Yes
Sports Facilities: Game, reef and bone fishing, swimming, bicycling, tennis, skin diving, golf, boating
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

NASSAU

Airlines: Cubana, Mackey, PAA, TCA

British Colonial Hotel (HSMA)

See Advertisement, Page 231

Marlborough (Phone: 3301) (Telegraph: Britcol)
Manager: Scothy Anderson
Reservation Mgr.: Ralph Mardon
Convention Season: May 15-Dec. 1
Largest Group Accommodated: 600 (300 rooms, 22 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 17.00; Double: 28.00; Suites: 40.00. Modified American
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, projector, screen, blackboards, easels
Stage: Available
Sports Facilities: Tennis, fresh water pool, private beach, par 3 golf course, putting green, water skiing, fishing, golf
Hotel Representatives: Jim Mills & Associates, Inc., Robert F. Warner, Inc. (see pg. 29)

Emerald Beach Hotel (HSMA)

See Advertisement, Page 233

(Phone: 5195) (Telegraph: EMBEACH)
Manager: Wesley T. Keenan
Convention Season: All year except Feb. and March
Air Conditioning: Entire hotel
Largest Group Accommodated: 600 (250 rooms, March)

Convention Rates: May 1 to Nov. 30—Single: 20.00-24.00; Double: 36.00-40.00; Suites: 25.00 extra.
Dec. 1 to Apr. 30—Single: 30.00-40.00; Double: 45.00-50.00; Suites: 35.00 extra
No. Banquet Rms. & Capacity of Largest: 2 (500)
No. Mtg. Rms. & Capacity of Largest: 2 (600)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm and slide projectors
Stage: Available
Sports Facilities: Beach, pool, tennis, putting, golf, fishing, boating
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Fort Montagu Beach Hotel (HSMA)

See Advertisement, Page 232

(Phone: 3341)

Manager: Reginald G. Nefzger

Convention Season: All year except Feb. 1 to March 1

Largest Group Accommodated: 360 (220 rooms, some suites available)

Air Conditioned: Entire hotel

No. Mtg. Rms. & Capacity of Largest: 6 (800)

No. Banquet Rms. & Capacity of Largest: 3 (500)

Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 6.00

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None

Net Exhibit Space: 3,000 sq. ft. on one floor, included in meeting space

Audio-Visual Aids: PA system, spotlights, 16mm projector

Stage: Available

Sports Facilities: Swimming pool, sea bathing, fishing, tennis, sailing, golf, putting, shuffleboard, bicycling, water skiing, archery, ping pong, skin diving

Hotel Representative: William P. Wolfe Organization (see pg. 29)

The Royal Victoria Hotel

Phone: 2831

Manager: Frank A. McHugh

Convention Season: All year except Feb., March, April

A PRIVATE, LITTLE ISLAND OF YOUR OWN For Your Next Meeting

More and more business executive heads are finding that "getting away from it all" by themselves in the *right* place to crack a "tough nut" or map out a company program is the soundest sort of business investment.

It would be difficult to find a "righter" place than Cat Cay out-of-season. The fact that Cat Cay is an island, its proximity to Miami (only thirty minutes by air), the absence of intra-island telephones, making almost impossible the interruptions and distractions which are the bane of so many conference sites, and the facilities for taking care of groups up to seventy-five, make Cat Cay little short of perfect for business meetings.

Work mornings, play the rest of the day, "sleep like a log" at night and return to the office rested and refreshed with your business problems licked.

Write: MANAGER, CAT KEY

P. O. BOX 1191
MIAMI, FLORIDA



*Cat Key Club,
Cat Cay, Bahamas*

Largest Group Accommodated: 200 (84 rooms, 48 suites available)
Air Conditioning: 1 banquet room, all bedrooms
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Group Meal Rates: Breakfast: 2.50; Lunch: 3.00; Dinner: 6.00
Liquor: Served in hotel

Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Audio-Visual Aids: 16mm sound and silent projectors, PA system, spotlights
Sports Facilities: Swimming pool and nearby beach, golf, fishing, tennis
Hotel Representative: Jim Mills & Associates, Inc. (see pg. 29)

Completely Air Conditioned



Wesley T. Keenan, General Manager. Offices: New York, Murray Hill 9-0190; Chicago, Whitehall 4-7077; Detroit, Woodward 2-2700; Washington, D.C., Metropolitan 9-3492; Miami, Plaza 4-1887; Atlanta, Jackson 4-3486; Toronto, Ont., Empire 3-1648.

WHERE will you get more done WHILE you have more fun?



NASSAU AND THE BAHAMAS

You accomplish more on the agenda because you relax so enjoyably during the hours in-between!

The Bahamas are near by plane or ship...and no passports are needed for American or Canadian citizens.

For complete information:

NASSAU, BAHAMAS, DEVELOPMENT BOARD

MIAMI 608 First Natl. Bank Bldg.	CHICAGO 1230 Palmolive Bldg.	NEW YORK 307 British Empire Bldg.	DALLAS Adolphus Hotel Arcade (1406)
TORONTO: 707 Victory Bldg.			

Q

**WHERE TO GO
FOR YOUR NEXT
GROUP MEETING
OR
SALES INCENTIVE
TRIP?**

A

The ever-popular answer:
The ARAWAK — unparalleled as an elegant, fun-filled place for meetings of this kind. On Jamaica's smart fashionable North Shore. Completely air-conditioned: 176 balconied rooms: beach, pool, horseback riding, tennis, pitch 'n' putt and driving range, fishing, water-skiing, Jippi Jappa Lounge, fabulous Limbo Room Supper Club!

For full information
call our
National Representatives:
LEONARD HICKS, JR. & ASSOC.
New York, MU 8-0123
Chicago, MO 4-5100
Miami, PL 4-1667
Detroit, WO 2-2700
Washington, D. C., EX 3-6481

ARAWAK
HOTEL
ARAWAK P.O. 3
OCHO RIOS, JAMAICA, W. I.

Robert M. Sovers,
General Manager



JAMAICA

Jamaica Tourist Board
P. O. Box 284
A. B. Issa, Chairman

KINGSTON

Airlines: Avianca, PAA, TCA

Myrtle Bank Hotel

Kingston (Phone: 4481)

Manager: S. G. Levy
Convention Season: All year
Largest Group Accommodated: 205 (100 rooms available)
Convention Rates: From 11.00 per person, American
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Sports Facilities: Swimming, fishing, riding, golf, tennis, badminton
Hotel Representative: Utell International (see pg. 29)

MONTEGO BEACH

Airlines: DAL, PAA, TCA

Bay Roc Hotel

Montego Bay (Phone: 2181)

Manager: H. Metcalfe
Sales Manager: Donald deLisser
Convention Season: April to Dec.
Largest Group Accommodated: 150 (75 rooms and 2 suites available)
Air Conditioning: Bedrooms
Convention Rates: Single: 16.00; Double: 30.00; Suites: 35.00, American
No. Mtg. Rms. & Capacity of Largest: 2 (120)
No. Banquet Rms. & Capacity of Largest: 1 (120)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.00
Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: Spotlights
Sports Facilities: Golf, tennis, riding
Hotel Representatives: Robert F. Warner, Inc., William P. Wolfe Organization (see pg. 29)

Half Moon Hotel

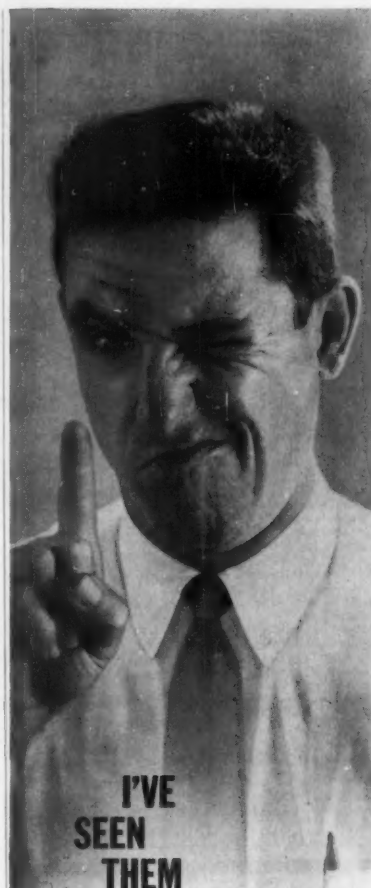
Montego Bay (Phone: 2141) (Halfmoon)
Manager: Harold H. DeLisser
Convention Season: April 15 to Dec. 15
Largest Group Accommodated: 176 (88 rooms, 4 suites available)
No. Mtg. Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 5.00; Dinner: 6.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Sports Facilities: Tennis, golf, shuffleboard, water skiing, dancing, deep sea fishing, horseback riding, crocodile shooting, swimming
Hotel Representative: Oliver-Kermit Hotel Associates, Inc. (see pg. 29)

OCHO RIOS

Arawak Hotel

See Advertisement, Page 234

Mammee Bay (Phone: St. Ann's Bay 333)
Gen. Manager: Robert M. Sovers
Convention Season: All year
Largest Group Accommodated: 350 (176 rooms, 12 suites available)
Air Conditioning: Bedrooms, 1 banquet hall
Convention Rates: Winter—Single: 40.00; Double: 53.00, American, Summer—Single: 18.00; Double: 30.00, Modified American
No. Mtg. Rms. & Capacity of Largest: 2 (350)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, 16mm projector
Stage: Yes
Sports Facilities: Tennis, swimming, horseback riding, pitch & putt, shuffleboard, ping pong



... but never anything—any place—like The New Marrakesh for its Premiere Season opening in January, 1960!

The Marrakesh is new! exciting! striking! refreshingly different! In an exotic foreign land, built on a picturesque hillside of natural coral that slopes to the edge of Jamaica's blue Caribbean Sea. Breathtaking in architecture, decor, and furnishings. Guest rooms without equal! Each includes a step-down sitting room, a huge terrace and a magnificent sunken Grecian Bath.

Perfect for groups up to 500, and with exciting native entertainment, free-port shopping, fabulous water sports, the Marrakesh is a Sales Incentive Prize without equal!

For information, write, wire or phone collect:
Jack M. Stone, Director of Sales
Shelborne Hotel Miami Beach, Fla.
JEfferson 1-1271

**The NEW
MARRAKESH**
HOTEL Completely Air-Conditioned

Ocho Rios Shore, Jamaica, B.W.I.
A RESORTS INTERNATIONAL HOTEL
In Miami Beach, The Shelborne
Atop Lookout Mt., Castle In The Clouds

Sports Facilities: Tennis, swimming, pitch & putt, shuffleboard, volley ball, water skiing, skin diving, deep sea fishing, bicycling, croquet
Hotel Representative: Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Tower Isle Hotel

(Phone: Ocho: Rios 271-273)

Manager: Don Bardowell

Convention Season: April 16-Dec. 15

Largest Group Accommodated: 216 (100 rooms available)

Convention Rates: 14.00 per person, American

No. Mtg. Rms. & Capacity of Largest: 1 (350)

No. Banquet Rms. & Capacity of Largest: 1 (250)

Group Meal Rates: Breakfast: 1.75; Lunch: 3.50;

Dinner: 4.00

Liquor: Yes

Charges for Mtg. Rms.: None

Audio-Visual Aids: PA systems, spotlights

Stage: Yes

Sports Facilities: Deep sea fishing, golf, horse-

back riding, swimming, badminton, tennis

Hotel Representative: Utell International (see pg. 29)

CUBA HAVANA

Airlines: BNF, Cubana, DAL, Mackey, NAL, PAA
Steamships: P. & O.

Capri Hotel

See Advertisement, Pages 17, 18, 19, 20

Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

N & 21st Sts.

Manager: Bertin Perez

Sales Manager: Juan Tacon

Convention Season: All year

Largest Group Accommodated: 300 (100 rooms,

20 suites available)

Air Conditioning: Entire hotel

Convention Rates: Dec. 16-Jan. 14, Mar. 15-Apr.

10—Single: 18.00; Double: 22.00; Suites: 56.00-

100.00, Jan. 15-Mar. 14—Single: 22.00; Double:

25.00; Suites: 62.00-125.00, Apr. 11-Dec. 15—

Single: 12.00; Double: 14.00; Suites: 36.00-70.00,

European.

No. Mtg. Rms. & Capacity of Largest: 1 (500)

No. Banquet Rms. & Capacity of Largest: 3 (500)

Group Meal Rates: Breakfast: 1.50; Lunch: 3.00;

Dinner: 4.50

Liquor: Served in hotel

Charges for Mtg. Rms.: Vary

Charges for Exhibit Areas: Vary

Net Exhibit Space: 3,174 sq. ft. on two levels

Audio-Visual Aids: PA stage, spotlights

Stage: Portable

Sports Facilities: Swimming pool

Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

Habana Hilton (HSMA)

See Advertisement, Pages 17, 18, 19, 20, 33, 225

Manager: Jose Menendez

Sales Manager: Fernando Hoffmann

Convention Season: All year

Largest Group Accommodated: 700 (350 rooms,

20 suites available)

Air Conditioning: Yes

Convention Rates: Suites: 34.00-50.00; April 15 to

Dec. 15—Single: 11.00; Double: 14.00, Dec. 15 to

April 15—Single: 16.00; Double: 20.00, European

No. Mtg. Rms. & Capacity of Largest: 7 (1,900)

No. Banquet Rms. & Capacity of Largest: 7 (1,250)

Group Meal Rates: Breakfast: 1.95; Lunch: 3.00;

Dinner: 6.00

Liquor: Yes

Charges for Mtg. Rms.: 50.00-400.00

Charges for Exhibit Areas: 50.00-400.00

Net Exhibit Space: 22,743 sq. ft. on more than one

floor

Audio-Visual Aids: PA system, spotlights, 16, 35mm

projectors

Stage: Yes

Sports Facilities: Swimming pool, golf, deep-sea

fishing, tennis, riding, sailing

Havana Riviera (HSMA)

See Advertisement, Pages 17, 18, 19, 20

Vedado on the Malecon (Phone: FRanklin 1-2573

in Miami)

Manager: Fred Pinto

Sales Manager: Jim Mills

Convention Season: All year

Largest Group Accommodated: 700 (368 rooms,

16 suites)

Air Conditioning: Entire hotel

No. Mtg. Rms. & Capacity of Largest: 7 (550)

No. Banquet Rms.: 5

Group Meal Rates: Breakfast: 2.00; Lunch: 3.00;

Dinner: 5.00

Liquor: Served in hotel

Net Exhibit Space: 4,200 sq. ft.

Audio-Visual Aids: PA system, spotlights

Stage: Yes (60'x60')

Sports Facilities: Ocean bathing, swimming pool,

fishing

Hotel Representatives: John A. Tetley Co., Inc.,

Jim Mills & Associates, Inc., Leonard Hicks, Jr.

and Associates, Inc. (see pg. 29)

Hotel Nacional de Cuba (HSMA)

See Advertisement, Pages 17, 18, 19, 20

Calles 21 (Phone: U-8981; Telegraph: Nacihotel)

Manager: William Land

Sales Manager: Joseph Brosnan

Convention Season: All year

Largest Group Accommodated: 650 (400 rooms,

48 suites available)

Convention Rates: April 11 to Dec. 14—Single:

9.00-13.00; Double: 12.00-16.00; Suites: 27.00-29.00.

Dec. 15 to April 10—Single: 18.00-28.00; Double:

25.00-33.00, European

Air Conditioning: Entire hotel

No. Mtg. Rms. & Capacity of Largest: 5 (400)

No. Banquet Rms. & Capacity of Largest: 5 (300)

Group Meal Rates: Breakfast: 1.50; Lunch: 3.00;

Dinner: 5.00

Liquor: Served in hotel

Charges for Mtg. Rms.: None

Charges for Exhibit Areas: None

Net Exhibit Space: 5,000 sq. ft. on one floor

Audio-Visual Aids: PA system, spotlights

Stage: Available

Sports Facilities: Golf, swimming pool, shuffle-

board

Sevilla-Biltmore Hotel

See Advertisement, Pages 17, 18, 19, 20

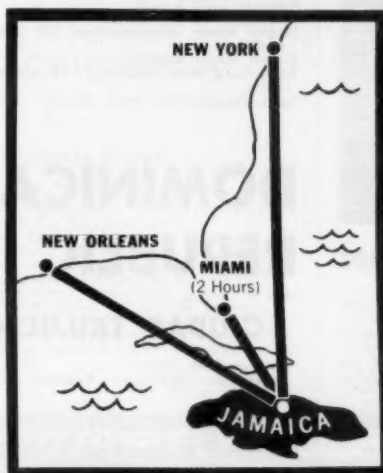
On the Prado (Phone: M-9961)

Manager: Manuel Garcia

Sales Manager: Manuel Valdes

Convention Season: All Year

10 REASONS why you should hold your next sales meeting in Jamaica



① Jamaica offers superb facilities for meetings large or small—the business part of your meeting will run like clockwork.

② Jamaica is an exciting, friendly and “foreign” place to be—the pleasure part of your meeting will be unforgettable.

③ Jamaica is mere hours by air from everywhere.

④ Jamaica is *not* expensive—why hold your meeting just anywhere when you can hold it *somewhere*—and for no more?

⑤ Jamaica is a free port with outstanding bargains in fine merchandise from all over the world—watches, cameras, perfume, liquor, etc. Your meeting in Jamaica has an incentive plan built right in!

⑥ Jamaica enjoys dependable weather. If the weatherman himself had to schedule a sales meeting, he would probably schedule it here.

⑦ Jamaica has 1001 things to *do* and *see* when business is finished. We defy you to be bored.

⑧ Jamaica is old-fashioned in the sense that it really wants to please you, and doesn't just pretend to. The difference is apparent instantly.

⑨ Jamaica is the place pirates used to hold their own sales meetings in days of yore. Pirates could go anywhere. They came here.

⑩ Jamaica has tourist offices in major cities. They'll bend over backwards to make your meeting a rouser. So will your travel agent.

come to Jamaica — it's no place like home

JAMAICA IN THE WEST INDIES • Jamaica Tourist Board • New York
 Chicago • Miami • Toronto • Canada • Kingston, Jamaica, W. I.

CUBA

Havana continued

Largest Group Accommodated: 200 (200 rooms, 15 suites available)
Air Conditioning: Some bedrooms
Convention Rates: Summer—Single: 5.00-7.00; Double: 7.00-9.00; Triple: 9.00-11.00; Winter—Single: 8.00-10.00; Double: 10.00-12.00; Triple: 12.00-14.00
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00; Dinner: 3.00
Liquor: Yes
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Yes

Meeting In Paradise!



at the beautiful, world famed



PORT-AU-PRINCE

Haiti's Most Luxurious Hotel

Now under American management

Ideally situated on a cool mountain-side 1,200 feet above sea level, this year-round resort is truly a paradise meeting place for groups not more than 75 persons. Renowned for its warm Haitian hospitality, personal service, its fine food prepared in international style, and a friendliness that delights all, El Rancho Hotel provides an unusual opportunity to meet, work and relax in the most beautiful and unique surrounding imaginable. El Rancho is so foreign . . . so near . . . so easy to reach!

For complete information
contact our representative

UTELL INTERNATIONAL
Essex House, New York 19

or write direct to

EL RANCHO HOTEL
Port-au-Prince, Haiti

Audio-Visual Aids: 16mm projector, screen, PA system, spotlights
Stage: Yes

VARADERO BEACH

Airlines: Cubana

Hotel Varadero Internacional (HSMA)

(Phone: 240; Telegraph: Varain)
Manager: Martin B. Jacobs
Convention Season: All year
Largest Group Accommodated: 350 (163 rooms, 8 suites available)
Air Conditioning: Entire hotel
Convention Rates: May to Dec.—Single: 9.00-11.00; Double: 13.00-15.00; Dec. 15 to April 15—Single: 17.00-19.00; Double: 19.00-21.00; Suite: 42.00
No. Mtg. Rms. & Capacity of Largest: 2 (450)
No. Banquet Rms. & Capacity of Largest: 1 (450)
Group Meal Rates: Breakfast: .85; Lunch: 1.50; Dinner: 3.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 5,800 sq. ft. on one floor.
Separate area
Audio-Visual Aids: PA system, spotlights, 16mm projector, screen
Stage: Available
Sports Facilities: Beach, pool, pitch and putt, tennis, shuffleboard, ping pong, deep sea fishing, water skiing, sailboating
Hotel Representatives: Jim Mills & Associates, Inc., Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Varadero Oasis

(Phone: 290)
Manager: Julio C. Pérez
Convention Season: All year
Largest Group Accommodated: 250 (130 rooms available)
Liquor: Served in hotel
Audio-Visual Aids: Projectors, PA system, spotlights
Sports Facilities: Swimming, fishing

DOMINICAN REPUBLIC

CIUDAD TRUJILLO

Airlines: CBA, PAA
Steamships: Dominican Republic Steamship Line

Embajador Intercontinental (HSMA)

Manager: Thomas Mueller
Sales Manager: John Hanneman
Convention Season: All year
Largest Group Accommodated: 500 (310 rooms, 22 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.50-9.50; Double: 11.00-13.00; European
No. Mtg. Rms. & Capacity of Largest: 2 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: Vary
Audio-Visual Aids: PA system, spotlights
Stage: Outdoors
Sports Facilities: Golf, swimming, fishing, tennis, shuffleboard

Jaragua Intercontinental

Manager: George M. Markides
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms, 4 suites available)
Air Conditioning: 100 bedrooms
Convention Rates: 15 to 40 persons—Single: 9.00; Double: 11.00, 41 to 80 persons—Single: 8.00; Double: 10.00, 81 or more persons—Single: 7.00; Double: 9.00; European
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel

Net Exhibit Space: 1,687 sq. ft. on two floors
Audio-Visual Aids: PA system, spotlights
Stage: Yes (192 sq. ft.)
Sports Facilities: Tennis, swimming—pools and beach

HAITI

PORT-AU-PRINCE

Airlines: Delta, PAA
Steamers: Panama Line, Alcoa S.S.

Beau Rivage

Manager: Mrs. Raymond Roy
Convention Season: All year
Largest Group Accommodated: 80 (40 rooms available)
Convention Rates: Summer—Single: 7.00-13.00; Double: 13.50-23.00; Suites: 14.00-25.00; Winter—Single: 9.00-15.00; Double: 16.00-27.00; Suites: 18.00-28.50
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.50; Dinner: 3.50
Liquor: Served in hotel
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Sailing, fishing, hunting, spear fishing

Hotel Castel-Haiti

Manager: C. De La Fuente
Convention Season: Sept. 1-Dec. 1, April-June
Largest Group Accommodated: 60 (30 rooms, 3 suites available)
Air Conditioning: 20 bedrooms, 1 banquet hall
Convention Rates: Single: 11.00-12.00; Double: 20.00-22.00; Modified American
No. Mtg. Rms. & Capacity of Largest: 1 (60)
No. Banquet Rms.: 1
Group Meal Rates: Breakfast: 1.25; Lunch: 1.50; Dinner: 3.00
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Liquor: Served in hotel
Net Exhibit Space: 3,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: By arrangement with clubs

El Rancho Hotel

See Advertisement, Page 236

President: Ben Shindler
Resident Manager: Thomas Dell
Convention Season: All but May-Nov. preferable
Largest Group Accommodated: 110 (55 rooms, 3 suites available)
Air Conditioning: 45 bedrooms
Convention Rates: April 15 to Dec. 14—Single: 15.50; Double: 25.50; Single Suite: 34.00; Double Suite: 42.50. Winter rates quoted on request.
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Group Meal Rates: Breakfast: 2.00; Lunch: 3.00; Dinner: 4.50. Special rates will be quoted for banquet functions, etc.
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 1,000 sq. ft. on one floor—mini-mum
Audio-Visual Aids: PA system, spotlights, 35 & 16mm projectors, slide projector
Stage: Available
Sports Facilities: Swimming, tennis, sailing, snorkeling, spear fishing, riding
Hotel Representatives: Utell International, Leonard Hicks, Jr. and Associates, Inc. (see pg. 29)

Hotel Ibo Lele

(Phone: 7287, 7886)
Manager: Andre Roosevelt
Sales Manager: Robert Beussen & Franck E. Roy
Convention Season: May, June, Sept.-Nov.
Largest Group Accommodated: 75 (30 rooms, 10 suites available)
Convention Rates: Single: 16.00-20.00; Double: 28.00-32.00; Suites: to 38.00; Modified American
No. Mtg. Rms. & Capacity of Largest: 2 (180)
No. Banquet Rms. & Capacity of Largest: 3
Group Meal Rates: Breakfast: 1.50; Lunch: 3.50; Dinner: 5.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Fishing, tennis, spear fishing, swimming pool, ping pong, shuffleboard

Hotel Riviera d'Haiti

Convention Season: All year
Largest Group Accommodated: 220
Convention Rates: Summer-Single: 12.00-16.00;
Double: 22.00-28.00; Suites: 34.00-75.00, Modified
American.
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Liquor: Served in hotel
Audio-Visual Aids: PA system
Sports Facilities: Fishing, swimming, boating
Hotel Representative: Leonard Hicks, Jr. and
Associates, Inc. (see pg. 29)

Villa Creole

Manager: Dr. Reindell Assad
Convention Season: May thru November
Largest Group Accommodated: 75 (35 rooms, 2
suites available)
No. Mtg. Rms. & Capacity of Largest: 2 (80)
No. Banquet Rms. & Capacity of Largest: 2 (80)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, tennis, golf, water
sports

MEXICO ACAPULCO

Airlines: Aeronaves, Aerolineas Mexicanas

Ambassador Hotel

Manager: George De Kiss
Sales Manager: Camilo Carvera Roberts
Convention Season: March 15-June 15, Aug. 15-
Nov. 15
Largest Group Accommodated: 100 (50 rooms,
10 suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 7.00; Double: 9.00;
Suites: 12.00
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (80)
Group Meal Rates: Breakfast: 1.00; Lunch: 2.00;
Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: 16.00
Net Exhibit Space: 160 sq. ft. on two floors.
Separate area
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, swimming, fishing, water
sports
Hotel Representatives: Utell International, John
A. Tetley Co., Inc., Jim Mills & Associates, Inc.,
Robert F. Warner, Inc. (see pg. 29)

Hotel Club De Pesca

Costera Miguel Aleman (Phone: 17-91)
Manager: Guillermo Moreno
Convention Season: All year
Largest Group Accommodated: 135 (60 rooms, 4
suites available)
Air Conditioning: Entire hotel
Convention Rates: Single: 13.60-20.00; Double:
24.80-27.20; Suites: 32.00-50.00, American
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms.: 2
Group Meal Rates: Breakfast: 2.40; Lunch: 2.80;
Dinner: 3.60
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Net Exhibit Space: 250 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights, 16mm
projector
Sports Facilities: Swimming, sailing, water-skiing,
golf, little golf, ping pong, billiards, fishing
Hotel Representatives: Utell International, Leonard
Hicks, Jr. and Associates, Inc. (see pg. 29)

El Presidente

See Advertisement, Page 238

Manager: Jose F. Gilly
Convention Season: All year except Dec. 20-Jan.
20, Feb. 1-March 15
Largest Group Accommodated: 400 (150 rooms,
10 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: On request
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms.: 4
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: 16 mm projector, PA system,
spotlights
Stage: Yes
Sports Facilities: Water sports, golf, tennis, 2
pools, private beach
Hotel Representative: Utell International

Pierre Marques

See Advertisement, Page 237

(Phone: 14-91; Telegraph: Piermar)
Manager: h-Carles F. Rogers
Convention Season: April to Dec. 15
Largest Group Accommodated: 200 (93 rooms, 8
suites available)
Air Conditioning: Bedroom, banquet hall
Convention Rates: Single: 18.00-20.00; Double:
28.00-32.00, American or modified American if
requested
No. Mtg. Rms. & Capacity of Largest: 1 (200)
No. Banquet Rms. & Capacity of Largest: 1 for
lunch or breakfast; Dinner functions up to 500
served around pool
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50;
Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system
Sports Facilities: Swimming, tennis, golf, water
skiing, skin diving, sailing

Prado Americas Hotel

Manager: Enrique Rangel A.
Convention Season: Easter Sunday to Dec. 20
Largest Group Accommodated: 230 (115 rooms,
available)
Air Conditioning: Some bedrooms
Convention Rates: Single: 12.00 to 16.00; Double:
24.00 to 27.20; Suites: 27.20 to 30.00, American
No. Mtg. Rms. & Capacity of Largest: 2 (400)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Group Meal Rates: Breakfast: 1.60; Lunch: 2.40;
Dinner: 3.20
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Swimming, golf, fishing

CHIHUAHUA

Railroads: Nat. Rys. Mex.; C. M. & O.

Hotel Palacio Hilton

See Advertisement, Page 33

Libertad Independencia (Phone: 23-36 to 23-40)
Manager: Carlos Roca Garcia
Convention Season: All year
Largest Group Accommodated: 252 (126 rooms,
4 suites available)
Air Conditioning: 102 bedrooms, banquet rooms
Convention Rates: Single: 4.40 to 6.00; Double:
5.60 to 6.40; Suites: 6.00 to 7.20, European
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Group Meal Rates: Breakfast: .80; Lunch: 1.20;
Dinner: 1.20

Liquor: Served in hotel
Charges for Mtg. Rms.: None when banquet
served
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Boating, swimming, water skiing

CUERNAVACA

Railroads: Nat. Rys. Mex.

Chulavista Hotel (HSMA)

Calle Chulavista (Phone: 322)
Manager: Enrique P. Bonin
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms,
available)
Convention Rates: Single: 6.80; Double: 12.00,
American
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Rates for Meals: Breakfast: 1.00; Lunch: 1.80;
Dinner: 1.80
Liquor: Served in hotel
Sports Facilities: Swimming

Hotel Marik Plaza

(Phone: 1-16 or 1-27)
Manager: Seymour L. Ruben
Convention Season: All year
Largest Group Accommodated: 200 (60 rooms,
13 suites available)
Convention Rates: Single: 7.00; Double: 12.00;
Suites: 15.00, American
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Group Meal Rates: Breakfast: .75; Lunch: 1.80;
Dinner: 1.80
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Charges for Exhibit Areas: None
Net Exhibit Space: 3,000 sq. ft. on one floor, in-
cluded in meeting space
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Swimming, water skiing, horse-
back riding, tennis

MEXICO CITY

Railroads: Mex.; Nat. Rys. Mex.
Airlines: Aeronaves, Aerolineas Mexicanas, AAL,
CMA, Cubana, CPA, EAL, Guest, PAA, TACA,
WAL

Hotel Alfier

See Advertisement, Page 238

Manager: Jorge Gonzales
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms, 4
suites available)
Air Conditioning: Bedrooms, banquet halls

PIERRE MARQUES

The Ultimate in Acapulco, Mexico!

This internationally renowned luxury res-
ort invites groups up to 200 for sales incen-
tive programs, conventions, board or sales
meetings. The facilities are private and
self-contained. The entire hotel is air-
conditioned. Two swimming pools. Private
beach. Fabulous fishing. Golf. Tennis
courts. Free bus transportation.

For special group plan rates and brochure,
write our U.S. Representatives.

Robert F. Warner, Inc.
New York • Chicago
Washington • Boston
Toronto, Canada
London, England
Glen W. Fawcett, Inc.
Los Angeles • Seattle
San Francisco • Dallas
Portland • San Diego
Vancouver, B.C.
Affiliated with
Hotel Pierre, New York

HOTEL



MEXICO CITY

MOST LUXURIOUS IN THE AMERICAS

Truly Personalized Attention

[illegible]

Exclusive El Presidente — 150 Rooms — luxury without par
Elegant Hotel Alfer — 150 Rooms — exquisite in taste
Convenient Hotel Premier — 100 Rooms — compact economy

Outstanding El Presidente — 150 Rooms — tops on the Pacific
Comfortable Hotel Tampa — 60 Rooms — ideal for families

Roberto Zapata, Jr., Managing Director

For bookings, information and details address



On the West Coast: JOHN A. TETLEY COMPANY, 3440 Wilshire Boulevard, Los Angeles, Cal.

MEXICO

Mexico City continued

Convention Rates: On request
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms.: 4
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Yes
Hotel Representative: Utell International

Hotel Bamer (HSMA)

Juarez 52 (Phone: 21-90-60)
Manager: Jorge Rubio
Air Conditioning: Bedrooms
Convention Season: All year
Largest Group Accommodated: 45 (10 rooms, 10 suites available)
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms. & Capacity of Largest: 1 (40)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Sports Facilities: Swimming, boating, golf
Hotel Representative: Utell International (see pg. 29)

Continental Hilton

See Advertisement, Page 225

Paseo de la Reforma #166 (Phone: 18 07 00; Telegraph: Hiltel-Mexico)
Manager: Gerald de Schrenck Sill
Sales Manager: Jesus J. Lopez D.
Convention Season: April to June, Oct. to Dec.
Largest Group Accommodated: 560 (250 rooms, 30 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: Single: 12.00 to 14.00; Double: 14.00 to 16.00; Suites: 22.00 to 52.00, European
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms.: 4
Group Meal Rates: Breakfast: 1.20; Lunch: 2.40; Dinner: 3.20
Liquor: Served in hotel
Charges for Mtg. Rms.: 32.00 and 56.00
Charges for Exhibit Areas: Same as meeting rooms
Net Exhibit Space: 715 sq. ft. on one floor included in meeting room space
Audio-Visual Aids: 16mm projector, PA system, spotlights
Stage: Yes (12 ft. by 4 ft.)
Sports Facilities: Golf, swimming, tennis in private and public clubs

Hotel Del Prado (HSMA)

Ave. Juarez #70 (Phone: 10-40-00 and 35-94-80)
Manager: Pedro Gorozpe
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms, 40 suites available)
Air Conditioning: Banquet rooms
Convention Rates: Single: 9.80; Double: 11.60; Suites: 14.00 to 40.00
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Group Meal Rates: Breakfast: 1.25; Lunch: 3.00; Dinner: 3.00
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Audio-Visual Aids: PA system, spotlights
Stage: Yes
Hotel Representatives: Jim Mills & Associates, Inc., Robert F. Warner, Inc. (see pg. 29)

El Presidente

See Advertisement, Page 238

Manager: Jose Perez
Sales Manager: George DeKiss
Convention Season: April, May, June, Oct., Nov.
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: 12.00-17.40; Double: 16.00-20.00; Suites: 29.60-96.00
No. Mtg. Rms. & Capacity of Largest: 3 (350)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Liquor: Served in hotel
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Outdoor pool
Hotel Representatives: Utell International, John A. Tetley Co., Inc. (see pg. 29)

Maria Isabel

(Completed summer of 1961)

See Advertisement, Page 238

Paseo De La Reforma
Convention Season: All year
Largest Group Accommodated: 1500 (600 rooms, 40 suites available)
Air Conditioning: Bedrooms, banquet halls
Convention Rates: On request
No. Mtg. Rms. & Capacity of Largest: 8 (2,000)
No. Banquet Rms. & Capacity of Largest: 8 (1,500)
Liquor: Served in hotel
Charges for Mtg. Rms.: None
Audio-Visual Aids: PA system, spotlights, projectors
Stage: Yes
Hotel Representative: Utell International

Monte Cassino (HSMA)

(Genova 56)
Manager: Francisco Gutierrez Prieto
Convention Season: All year
Largest Group Accommodated: 200 (140 rooms and 20 suites available)
Convention Rates: Single: 4.75 to 12.15; Double: 10.40 to 25.90; Suites: 12.95 to 27.10
No. Mtg. Rms.: 1
No. Banquet Rms.: 2
Group Meal Rates: Breakfast: 1.15; Lunch: 2.00; Dinner: 2.91
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable

Hotel Reforma Intercontinental (HSMA)

Paseo de la Reforma and Paris (Phone: 46-96-80)
Manager: Charles W. Bowers
Convention Season: All year except Feb., Mar., July, Aug.
Largest Group Accommodated: 400 (250 rooms, 26 suites available)
Convention Rates: Single: 10.80; Double: 13.00; Suites: 20.00, European
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 4 (150)
Group Meal Rates: Breakfast: 1.25; Lunch: 2.50; Dinner: 3.00
Liquor: Served in hotel
Net Exhibit Space: On one floor, included in meeting space
Audio-Visual Aids: PA system, spotlights
Stage: Available
Sports Facilities: Golf, tennis

MONTERREY

Railroads: Nat. Rys. Mex.
Airlines: Aeronautes, CMA

Gran Hotel Ancira

Hidalgo y Escobedo (Phone: LD 8)
Manager: Arturo Torralbardona
Convention Season: Sept. 8 to June 1
Largest Group Accommodated: 200 (80 rooms, 5 suites available)
Air Conditioning: Some bedrooms, banquet and meeting rooms
Convention Rates: Single: 3.70-6.90; Double: 4.90-10.50; Suites: 9.70-14.50, European
No. Mtg. Rms. & Capacity of Largest: 3 (350)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Group Meal Rates: Breakfast: 1.15; Lunch: 2.40; Dinner: 3.00
Liquor: Served in hotel
Charges for Mtg. Rms.: 20.00 to 35.00
Charges for Exhibit Areas: 25.00-50.00
Audio-Visual Aids: PA system, spotlights
Sports Facilities: Golf, swimming
Hotel Representative: Premier Hotel Representatives, Inc. (see pg. 29)

PANAMA

PANAMA CITY

Airlines: Avianca, BNF, Guest, PAA, TACA

El Panama Hotel Hilton (HSMA)

See Advertisement, Page 225

Apartado 1753 (Phone: 3-1660)
General Manager: Ralph Reber
Sales Manager: William Felder

Convention Season: All year
Largest Group Accommodated: 600 (300 rooms, 12 suites available)
Air Conditioning: 110 bedrooms, banquet rooms
Convention Rates: Apr. 1 to Dec. 31—Single: 10.00-15.00; Double: 15.00-20.00; Suites: 25.00-30.00; Jan. 1 to Mar. 31—Single: 15.00-21.00; Double: 23.00-28.00; Suites: 35.00-40.00, European
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Group Meal Rates: Breakfast: 1.50; Lunch: 2.50; Dinner: 4.50
Liquor: Served in hotel
Charges for Mtg. Rms.: From 25.00
Charges for Exhibit Areas: None
Audio-Visual Aids: PA system, spotlights, 16mm sound projector
Stage: Available
Sports Facilities: Swimming, golf, boating, fishing, putting green, tennis
Hotel Representative: Robert F. Warner, Inc. (see pg. 29)

MEETING PLANNERS HANDBOOK

Handy, pocket-size booklet contains reprints of some of the most popular articles on meeting planning that have appeared in *Sales Meetings Magazine*.

32 pages—more than 14 articles

CONTENTS

- What I've Learned from My 11,000 Speaking Engagements
- Put Small Groups to Work for Idea Developments
- Guided Conference: Good Substitute for Skilled Leadership
- Why Doesn't Brainstorming Always Seem to Work?
- Buzz-Write Workshop Insures Participation
- A Conference Is a Contest—Do You Win Or Lose?
- If It's Worth Saying It's Worth Reporting
- How Bankers Become Good Speakers
- 43 Ways to Excite Interest in Your Meeting Objectives
- For the Modern Meeting Planner: Guide to Styles, Groups, Methods
- Good Audiences—Made Not Born
- It's Real Work to Plan Women's Activities
- Your Planning On-the-Spot Program Change Is Valuable
- How to Get the Most Out of Hotel Service

Send 50 cents in coin to:

Readers' Service Dept.
SALES MEETINGS Magazine
1212 Chestnut St.,
Phila. 7, Pa.



THE HALLMARK OF QUALITY EXHIBITS

This seal on an exhibit is assurance of the finest craftsmanship and a conscientious supplier. It is used only by the members of a nationwide organization of the foremost exhibit suppliers who have banded together to further promote an already fine standard of design, quality specifications of exhibit construction and a high code of ethical business practices.

INSIST ON THIS SEAL

All members of Exhibit Producers and Designers Association are designated by EP&DA after their names in the following list of convention and trade show suppliers.

EXHIBIT PRODUCERS & DESIGNERS ASSOCIATION

An Association of the Nation's Leading Exhibit Builders

Raymond J. Walter, *Executive Secretary*

511 Fifth Avenue, New York 17, N. Y.

Murray Hill 7-9071

Directory of Suppliers

Section

2

- | | |
|-----|--|
| 242 | EXHIBIT BUILDERS
SHOW DECORATORS
FURNITURE SUPPLIERS |
| 262 | BADGE SUPPLIERS |
| 263 | MODEL AGENCIES |
| 264 | PHOTOGRAPHERS |
| 266 | ENTERTAINMENT AND
INDUSTRIAL SHOW
PRODUCERS |
| 271 | AUDIO-VISUAL SUPPLIERS
AND FILM PRODUCERS |
| 278 | INCENTIVE TRAVEL
ORGANIZATIONS |

**Exhibit Builders
Show Decorators
Furniture Suppliers**

CALIFORNIA

EL MONTE

Floofs, Inc. (EP & DA)
2107 Chico Ave. (Phone: CU 3-3791)
Roger R. Tierney, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Scale Models
Services: Installation, storage
Special Units: Self-Contained displays, dioramas, mobile units, production displays, animation devices, floats, mock ups, scale models

LONG BEACH

M. E. Taylor & Son (EP & DA)

See Advertisement, Page 243

1591 Oregon Ave. (13) (Phone: HEEmlock 5-5691)
Fred J. Taylor, Manager
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating
Special Units: Self-contained displays, floats

LOS ANGELES

Jones Decorating Co. (EP & DA)

2897 Sunset Blvd. (Phone: DU 7-4344)
A. Byron Perkins, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Stuart Co. (EP & DA)

See Advertisement, Page 242

7490 Beverly Blvd. (36) (Phone: WE 9-3164)
Services: Installation, booth background and drape rental, show decorating, booth furniture rental, lighting and electrical, carpentry

The Tabery Corp. (EP & DA)

3443 South Hill St. (7) (Phone: RI 9-1091)
Fred J. Tabery, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Sewing
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained designs, dioramas, mobile units, production displays, animation devices, floats

OAKLAND

Abrott-Mulone Inc. (EP & DA)

512 Athens Ave. (7) (Phone: TE 6-4595)
A. L. Abrott, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation, booth furniture rental, show decorating

SAN DIEGO

Hunt & Johnson Display (EP&DA)

536 West Market St. (Phone: BE 2-3257)
Alfred E. Hunt, Partner

SAN FRANCISCO

Adfax Display Co. (EP&DA)

1457 Ninth Ave. (Phone: LOmbard 4-6870)
Robert Nash, Manager

Conderback, Inc. (EP&DA)

355 Fremont St. (5) (Phone: EXbrook 7-0061)
H. E. Railback, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices

Floofs, Inc. (EP&DA)

1620 Armstrong St.
(See listing under EL Monte)

Gallagher Co. (EP&DA)

969 Folsom St. (7) (Phone: YUKon 2-4102)
R. J. Gallagher, Owner
Departments: Exhibit Design, Sign, Silk Screen, Mechanical

CONVENTIONS • TRADE SHOWS • SALES MEETINGS • EXHIBITS



90,000 square feet of ground floor
provides

THE LARGEST FACILITIES IN THE WEST

for

**DISPLAY CONSTRUCTION
DESIGNING
REFURBISHING
SIGN PAINTING**

INSTALLATION

**BOOTH RENTAL
FURNITURE RENTALS
DRAPERIES
STORAGE**

**ELECTRICAL SERVICE
CARPENTRY
SPRAY PAINTING
SEWING**

DISMANTLING

Main Office
100 Utah Ave.
South San Francisco
Plaza 6-3300

STUART CO.

7400 Beverly Blvd.
Los Angeles 36
Webster 3-3611

Services: Installation
Special Units: Dioramas, production displays,
animation devices, floats

Kriedt & Myers (EP&DA)

1174 Bryant St. (3) (Phone: KL 2-1181)
J. Clarence Myers
Departments: Exhibit Design, Exhibit Con-
struction, Sign, Electrical
Services: Booth background and drape rental,
booth furniture rental, exhibit rental

Novelart Display Co. (EP & DA)

See Advertisement, Page 243
625 Turk St. (Phone: TU 5-6433)
President and Manager: Clarence E. Murphy
Departments: Exhibit Design, Exhibit Con-
struction, Metal Fabrication, Sign, Silk
Screen, Electrical, Mechanical
Services: Installation, booth background and
drape rental, booth furniture rental, storage,
exhibit rental, show decorating
Special Units: Self-contained displays, di-
oramas, mobile units, production displays,
animation devices, floats

Fischhoff Sign Corp.

177 Golden Gate Ave (2) (Phone: UNderhill
1-3822)
Darrell J. Fischhoff, President
Departments: Exhibit Design, Exhibit Con-
struction, Sign, Silk Screen, Art
Special Units: Production displays, animation
devices, floats

William Sanford, Inc. (EP&DA)

See Advertisement, Page 243
657 Harrison St. (7) (Phone: EX 7-0845)
James W. McCulloch, Executive Vice-President
Departments: Exhibit Design, Exhibit Con-
struction, Sign, Silk Screen, Paint
Services: Installation, booth drape, furniture
and electrical rental
Special Units: Custom or ready made displays
—crated or self contained

Stuart Co. (EP & DA)

100 Utah Ave. (Phone: PLaza 6-3300)
John B. Sauter, General Manager
Departments: Exhibit Design, Exhibit Con-
struction, Sign, Silk Screen, Electrical,
Mechanical, Paint, Sewing, Woodworking
Services: Installation, refurbishing, storage,
drape rentals, booth background, furniture
rental, lighting and electrical, carpentry,
show decorating
Special Units: Self-contained displays, di-
oramas, mobile units, animated devices, floats

COLORADO

DENVER

Paradise Decorating Co. (EP&DA)

2162 Lawrence St. (5) (Phone: MAIn 3-5191)
J. J. Layton, General Manager
Departments: Exhibit Design, Exhibit Con-
struction, Sign, Silk Screen, Electrical,
Mechanical
Services: Installation, booth background and
drape rental, booth furniture rental, stor-
age (limited), exhibit rental, show decorat-
ing
Special Units: Self-contained displays, pro-
duction displays, floats, animation devices

CONNECTICUT

HARTFORD

Display Workshop, Inc. (EP & DA)

241 Trumbull St. (3) (Phone: JACKson 2-8287)
Harold P. Post, President
Departments: Exhibit Design, Exhibit Con-
struction, Sign, Silk Screen, Electrical,
Mechanical, Spray Finishing
Services: Installation, booth background and
drape rental, storage, exhibit rental
Special Units: Self-contained displays, di-
oramas, mobile units, production displays,
animation devices, floats

DELAWARE

WILMINGTON

Allied Arts & Exhibits, Inc.

3009 Bellevue Ave. (2) (Phone: PO 4-5410)
Raymond H. McQuesten
Departments: Exhibit Design, Sign, Silk
Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, di-
oramas, production displays, animation de-
vices, floats

Display Arts Studios, Inc.

290 S. Justison St. (Phone: OLYmpia 2-8494)
Bill Campbell, President

EXHIBITING IN SAN FRANCISCO

?

CALL

NOVELART DISPLAY CO., INC.

625 TURK ST. S.F.2

TUXEDO 5-6483

EXHIBIT



- DESIGN
- CONSTRUCTION
- INSTALLATION
- SERVICE

EXHIBIT CONTRACTORS for the West Coast

M. E. TAYLOR and SON

PORTABLE BOOTHS

SPECIAL EXHIBITS

FURNITURE DRAPERIES RUGS

ELECTRICAL & LIGHTING INSTALLATION SERVICE

Complete Supplies

"WE SERVICE
THE WEST"

Offices:

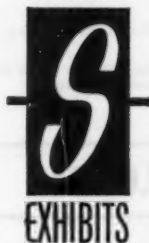
LAS VEGAS, NEV. + SAN DIEGO, CALIF.
HONOLULU, HAWAII

General Office

M. E. TAYLOR and SON

1501 OREGON AVE.
LONG BEACH 13, CALIF.
Phone: HEmlock 5-5691

SANFORD



MEMBER OF
E P and D A

DESIGNERS • MANUFACTURERS

INSTALLERS

OF EXHIBITS

WILLIAM SANFORD, INC.

657 HARRISON STREET
SAN FRANCISCO

when YOU
exhibit
in
CHICAGO



do as
CHICAGOANS
do...

More Chicago manufacturers use "General Exhibits" than any other source — to plan, design, build and service their exhibits.

Most of our accounts have been with us five years or longer, and we serve many firms located in cities from coast to coast.

Our long experience and know-how make it easy for you — assure top results, and at reasonable cost.

general exhibits
& displays inc.

2100 N. RACINE AVE. • CHICAGO 14, ILL.
PHONE EASTGATE 7-0100

• EXHIBIT BUILDERS • SHOW DECORATORS • FURNITURE SUPPLIERS

continued

Departments: Design, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, storage, exhibit rental
Special Units: Self-contained units, dioramas, mobile (truck, trailer) units, production displays, animation devices, floats

Ivel Construction Corp.

(Daily Service)
912 West St.
(See listing under New York City)

DISTRICT OF COLUMBIA

WASHINGTON, D. C.

Art Designers, Incorporated (EP & DA)
1428 You St., N.W. (9)

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Art
Services: Installation, storage, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Hartwig Displays (EP&DA)

5029 Waggoner Circle, McLean, Va. (Phone: EL 6-2166)
Anthony B. Goff, Consultant
(See listing under Milwaukee)

Kuff Associates (EP&DA)

316 Ninth St., N.W. (4) (Phone: MEtropolitan 8-3346)

Morton J. Kuff, Director
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, dioramas, production displays, animation devices

Moving, Incorporated (EP&DA)

1501 L Street, S.E. (Phone: LINcoln 7-5000)
William R. Franklin, President
Service: Storage, Installation

Presentation Associates

Courtyard, 2118 Massachusetts Ave. (Phone: AD 4-6131)

Donald McLaughlin, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Electrical, Woodworking
Services: Installation
Special Units: Self-contained displays, dioramas, production displays, animation devices

United Convention Services, Inc. (EP&DA)

Sheraton-Park Hotel (Phone: OO 5-2000)
William Mayers, General Manager

FLORIDA

MIAMI

All-Type Exhibitor Display Service (EP&DA)

150 N.W. 1st St. (Phone: FRanklin 9-7493)
S. O. Berke, General Manager
Departments: Sign, Silk Screen
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Berke Displays, Inc. (EP&DA)

1733 N.W. 20th St. (42) (Phone: NEwton 5-5376)

Arthur Berke, President
Departments: Exhibit Construction, Exhibit Design, Metal Fabricating, Sign, Electrical, Mechanical, Woodworking
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

MIAMI BEACH

All-Type Displays, Inc.

1655 Drexel Ave. (Phone: FR 1-5136 & JE 1-3334)

Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Display Repair
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating
Special Units: Self-contained units

Manncraft Exhibitors Service (EP&DA)

605 Lincoln Road (Phone: JEfferson 8-0787)
(See listing under Kansas City)

ILLINOIS

CHICAGO

Andrews, Bartlett & Associates, Inc.

1260 N. Dearborn Parkway (Phone: DElaware 7-0011)
Kenneth E. Reed, Manager
(See listing under Cleveland)

Award Exhibits (EP&DA)

308 W. Erie St. (10) (Phone: SU 7-3188)
Leo McDonald, Vice President
Departments: Design, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Construction and Painting
Services: Storage, exhibit rental, show decorating
Special Units: Self-contained units, dioramas, mobile (truck, trailer) units, animation devices

Custom Exhibits, Inc.

900 N. Franklin St. (Phone: WH 4-2078)
Ted Olson, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Wood Fabricating
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, animation devices

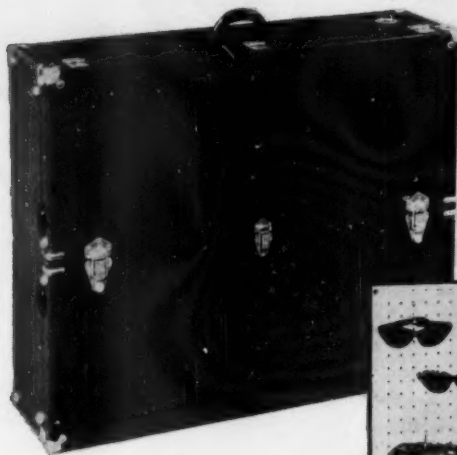
Czarnowski Display Service, Inc. (EP & DA)

1433 N. Dayton St. (22) (Phone: MI 2-7181)
Severin Czarnowski, President
Services: Installation, storage

Dell Displays, Inc.

1017 W. Washington St. (7) (Phone: MOntrope 6-0791)

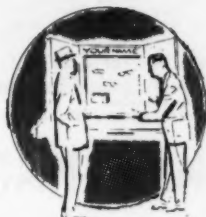
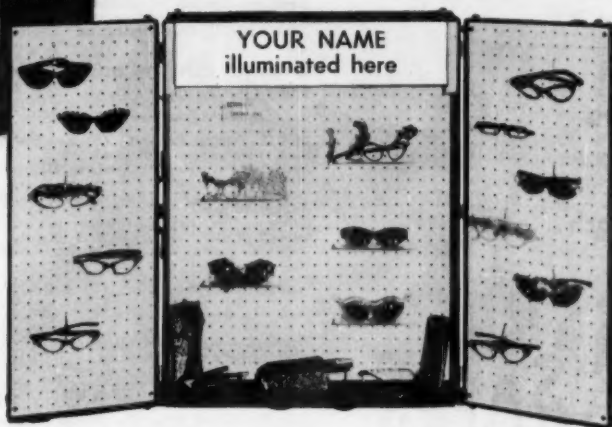
Introducing "MR. SHOWOFF" the ship-or-carry portable display



OPEN THE DOORS . . . Ready to Show
CLOSE THE DOORS . . . Ready to Go

"MR. SHOWOFF" features

- A handsome, sturdy Leatherette outer covering
- Plywood construction
- Tarnish-free Brass Hardware
- Long lasting lacquered pegboard interior
- Your name on fluorescent illuminated Plexiglas
- Well lighted interior
- Dimensions:
CLOSED — 25" x 31" x 8"
OPEN — 31" x 48"



ANYTIME or ANYWHERE — show your product visually with "MR. SHOWOFF" at your side. "MR. SHOWOFF" is versatile. At trade shows, sales meetings, personal customer contacts, group instructions, educational forums.



Compact and lightweight, "MR. SHOWOFF" may be carried by sales representatives or economically shipped by rail or air.



Modern design. Open "MR. SHOWOFF" in a matter of minutes. A desk, table or any small area is sufficient room to open and display with "MR. SHOWOFF".

FOREMOST DESIGNERS AND BUILDERS OF SELF-CRATING EXHIBITS



PLEASE SEND US "MR. SHOWOFF" . . . the ship-or-carry portable display . . . in the QUANTITY INDICATED BELOW:

- 2 to 5 units @ \$115.00 each* (Units)
- 6 to 10 units @ \$110.00 each* (Units)
- 11 or more units @ \$105.00 each* (Units)
- 1 sample unit @ \$135.00* (Units)
- (* all prices F.O.B. Chicago)

Hand-letter this name on the illuminated plexiglas panel:

(Please print)

Company: _____

Address: _____

City: _____ Zone: _____ State: _____

Your Order No. _____ Phone: _____

Authorized Signature: _____

• **EXHIBIT BUILDERS**
• **SHOW DECORATORS**
• **FURNITURE SUPPLIERS**
continued

Robert A. Dell, President
Departments: Exhibit Design, Exhibit Construction, Electrical, Mechanical, Woodworking
Special Units: Self-contained displays, dioramas, mobile units, production displays, modular units

Display Creators, Inc.

See Advertisement, Page 244
1120 S. Michigan Ave. (Phone: Wabash 2-6128)
Ed J. Myer, President

Looking
for a
fresh
approach...

**TO
ASSURE
"SALES
WINNING"
EXHIBITS**

**INSIST ON USING
3 DIMENSIONS**

... a nationwide company that designs and builds exhibits around sales winning marketing concepts — within the agreed budget. 3 D clients get results as proven by the growing list of the country's major exhibitors who *insist* on the services of an account executive from 3 Dimensions.

Call, wire collect, or write today if you want more profitable exhibits.

exhibits designed and produced
Samuel Himmelfarb Associates, Inc.



4132 west Belmont avenue
Chicago 41, Illinois
PALisade 5-7501

Departments: Design, Metal Fabricating, Silk Screen, Electrical, Mechanical
Services: Storage
Special Units: Self-contained units, production displays, animation devices, floats

Firks Studios, Inc. (EP & DA)

431 N. Clark St. (10) (Phone: DE 7-5411)
Theodore H. Firks, Robert Firks
Departments: Exhibit Design, Exhibit Construction and finishing
Services: Installation, storage.

Gardner Displays of Chicago

1937 W. Hastings St. (8) (Phone: Taylor 9-6600)
(See listing under Pittsburgh)

General Exhibition and Rental Service

234 W. Lake St. (6) (Phone: DEarborn 2-3456)
Robert S. Otto, President
Services: Rental of convention booths and drapes, booth furniture rental, storage, exhibit rental, show decorating

General Exhibits and Displays, Inc. (EP & DA)

See Advertisement, Page 244

2100 N. Racine Ave. (14) (Phone: EA 7-0100)
S. J. Fairweather, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Photo Silk Screen, Electrical, Mechanical, Sound, Engineering
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, animation devices

Hartwig Displays, Inc. (EP & DA)

3646 N. Broadway Ave. (13) (Phone: GR 2-8010)
Eugene Hendricks, General Manager
(See listing under Milwaukee)

Kitzing Studio, Inc. (EP & DA)

1323 N. Carroll Ave. (7) (Phone: CH 3-1220)
Fred Kitzing, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Electrical, Mechanical, Woodworking, Painting

McAleer Displays, Inc. (EP & DA)

160 E. Grand Ave. (11) (Phone: DE 7-3907)
Charles D. McAleer, President
Departments: Exhibit Design, Exhibit Construction

Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Poirot Exhibitors Service, Inc. (EP&DA)

2001 W. Pershing Rd. (9) (Phone: Virginia 7-4142)
E. C. Fisher, Vice-President
Services: Installation, storage

Three Dimensions (EP&DA)

See Advertisement, Page 246

4132 W. Belmont Ave. (Phone: Avenue C 6-7501)

S. Himmelfarb, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

United Exposition Service Co.

905 Merchandise Mart (Phone: WHitehall 3-4383)
Harry Katz, General Manager
(See listing under Atlantic City)

Wernecke Display Studios (EP & DA)

519 S. Green St. (Phone: SEely 3-7100)
Charles Buchtele

EVANSTON

Capex Co., Inc.

615 South Blvd. (Phone: GReenleaf 6-6767)
H. Elton Pease, President
Products: Pre-fabricated exhibits, self-contained displays

INDIANA

INDIANAPOLIS

Hamilton Display Manufacturing Co. (EP&DA)

611 N. Capitol Ave. (Phone: Melrose 5-3414)
R. M. Hamilton, General Manager

When you need

decorating service for—

- CONVENTIONS
- TRADE SHOWS
- SALES MEETINGS

think of

FREEMAN

Complete Services, from first plans to final cleanup.

Floor Plan Layouts — Exhibit Booths — Registration Counters —
Traveling Displays — Display Equipment — Exhibit Set-Up and
Dismantling — Rental Furniture and Rugs — Decorations —
Special Effects.

Serving Middle America from Three Locations.

FREEMAN DECORATING CO.

DALLAS, TEXAS
3004 Commerce St.
Riverside 1-1514

DES MOINES, IA.
1800 Keosauqua
Atlantic 8-5705

OMAHA, NEBR.
4517 Military Ave.
REgent 8984





NORTH AMERICAN VANS Transport the Ford Road Show with *Gentle Care*

Ford Motor Company's "Design for Station Wagon Living" caravan, being transported to 14 cities by North American Van Lines, consists of 250 items planned to make outdoor living more comfortable and pleasant.

Ford relies on North American Van Lines to deliver the exhibit as scheduled—and handle the \$250,000 show with Kid-Glove care, all the way.

If you are in need of specialized display and exhibit moving service... want Kid-Glove care... contact your local North American Van Lines agent or write our World Headquarters today.



The world's only push-button camper is a feature of the exhibit. Engineered for complete comfort while touring or camping, it is operated by a remote control which unloads a boat, sets up a weatherproof tent on top of the car, rolls out a cooking center at the tailgate, and even provides a curtained shower bath at the side.



SEE
"CHAMPIONSHIP
BRIDGE"

... North America's exciting new television show featuring Charles Goren and Alex Dreier Sunday afternoon at 3:30 in most areas.

NORTH AMERICAN VAN LINES, Inc.
World Headquarters / Dept. 21-4 / Fort Wayne, Indiana

IN CANADA, NORTH AMERICAN VAN LINES CANADA LTD., PICKERING, ONTARIO... IN EUROPE, NORTH AMERICAN VAN LINES EUROPE, GMBH, MANNHEIM, GERMANY

- EXHIBIT BUILDERS
- SHOW DECORATORS
- FURNITURE SUPPLIERS

continued

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

IOWA

DES MOINES

**Freeman Decorating Co.
(EP&DA)**

See Advertisement, Page 246
1800 Keosauqua Way (Phone: Cherry 3-8657)
(See listing under Dallas)

KENTUCKY

LEXINGTON

Corman Displays

428 W. Vine St. (Phone: 4-1880)
Don Corman, Owner
Services: Booth background and drapery rental,
booth furniture rental, exhibit rental

LOUISVILLE

**All-Type Exhibitor Display Service
(EP&DA)**

Kentucky Exposition Center (Phone: EMerson
7-7383)
Arnold S. Friedman, Manager
(See listing under Miami)

Joseph T. Griffin Co., Inc. (EP & DA)

704 W. Main St. (2) (Phone: JUniper 4-2484)
Arthur J. Meyer, President
Department: Exhibit Construction Sign, Silk
Screen, Electrical, Mechanical, Floor Plan-
ning
Services: Installation, booth background and
drapery rental, booth furniture rental, storage,
exhibit rental show decorating
Special Units: Mobile units, floats, outside
dance floors

LOUISIANA

NEW ORLEANS

**W. H. Bower Spangenberg, Inc.
(EP&DA)**

1010 Central Ave. (21) (Phone: VErnon
5-4620)
Walker Spangenberg, Manager
Departments: Exhibit Design, Exhibit Con-
struction, Sign, Electrical, Mechanical, Art
Services: Installation, booth background and
drapery rental, booth furniture rental, exhibit
rental, show decorating
Special Units: Self-contained displays, dioramas,
production displays, animation de-
vices

MARYLAND

BALTIMORE

Baltimore Chair Co.

404 Orchard St. (1) (Phone: LExington 9-4312)
Robert W. London
Services: Booth furniture rental

MASSACHUSETTS

BOSTON

Advertising Display System

611 Washington St. (Phone: HUBbard 2-2791)
Ray Morang
Departments: Design, Sign, Silk Screen
Services: Installation

Norman-Buffett Displays Industries, Inc.

44 Pittsburgh St. (10) (Phone: HU 2-3075)
Departments: Exhibit Design, Exhibit Con-
struction, Electrical, Mechanical, Silk Screen,
Woodworking, Plastics
Services: Installation, storage
Special Units: Self-contained displays, dioramas,
production displays, animation devices

Win-Deco Display Co.

16 Harcourt St. (16) (Phone: KENmore 6-7878)
Herbert Levin, Manager
Services: Installation, booth background and
drapery rental, booth furniture rental, show
decorating

move your **DISPLAYS** and **EXHIBITS**

safely, swiftly, surely



crated or
uncrated

The Wheaton organization offers fast
efficient service to all 49 states.

Wheaton
Van Lines, Inc.

the **SAFEST** distance between 2 points

COAST TO COAST LONG DISTANCE MOVING

In the West, call
LYON
VAN LINES, INC.

OVER 525
AGENTS IN ALL
PRINCIPAL CITIES

General Offices: Indianapolis, Indiana

DETROIT OFFERS YOUR **CONVENTION or TRADE SHOW** THE WORLD'S BEST FACILITIES!



Over 9 acres of almost totally unobstructed space will be ready for your convention, exposition or trade show in Detroit's Cobo Hall in 1960. No better facilities exist anywhere. Ask about our Cobo Hall package of services; it will solve all your equipment and labor problems.

EQUIPMENT FOR ANY SIZE SHOW

- FURNITURE
- DECORATIONS
- STORAGE
- CLEANING
- BOOTH EQUIPMENT
- DISPLAY ERECTION
- LABOR CONTRACTING
- DISPLAY BUILDING

FACILITIES in Detroit, Philadelphia, Chicago, New York, Atlantic City and Cleveland
Supplying Equipment For The Nation's Largest Trade Shows and Conventions Since 1933.

NATIONAL EXPOSITION SERVICE INCORPORATED

1601 W. LAFAYETTE BLVD. **WO. 1-9044**
DETROIT 16, MICHIGAN

MICHIGAN

DETROIT

Display & Exhibit Co. (EP & DA)

See Advertisement, Page 249

1014 Lynn Av. (11) (Phone: TULsa 3-0602)
Rudy Speerschnider, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Woodworking, Animation Machine, Stagecraft
Services: Installation, booth background and drape rental, storage, exhibit rental, show decorating
Special Units: Cutaways, animation devices, models, electronics, training devices

Jack A. Frost

234 Piquette Ave. (2) (Phone: TRinity 3-8030)
E. A. Taube, Asst. General Manager
Services: Temporary power and lighting facilities

Gardner Displays of Detroit

Box 142, Birmingham, Mich. (Phone: Jordan 4-6496)
(See listing under Pittsburgh)

Milo Arts and Crafts, Inc. (EP&DA)

830 W. Verner Highway (1) (Phone: Woodward 2-1436)
R. G. Wood
Services: Booth background and drape rental, booth furniture rental, exhibit rental

National Exposition Service, Inc.

See Advertisement, Page 248

1601 W. Lafayette Blvd. (Phone: Woodward 1-9044)
Irwin I. Chaitin
Services: Booth equipment, furniture, decorations, display erection, storage, display building, labor contractors, drayage, cleaning

WARREN

Animated Displays Co. (EP&DA)

13029 E. 8 Mile Rd.
William J. Dopkowski, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, cutaways

George P. Johnson Co. (EP&DA)

23171 Groesbeck Hwy. (Phone: Prescott 2-1100)
Robert G. Vallee, Assistant Sales Manager
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices, floats

MINNESOTA

MINNEAPOLIS

Aaro Inc.

1100 2nd Ave. South (Phone: Federal 3-5451)
Fred Johnson, Convention Manager
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

Brede, Inc.

2211 Broadway N. E. (Phone: Sterling 1-4873)
W. S. Brede, President
Departments: Design, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained units, mobile units, production displays, animation devices

Displaymasters, Inc. (EP & DA)

127 Washington Ave., N. (Phone: FEderal 3-6518)
C. F. Sathre, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Painting, Traffic
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, production displays, animation devices

ST. PAUL

Custom Display, Inc. (EP&DA)

141-47 E. 5th St. (Phone: CA 4-5851)
Charles L. Murphy, Secretary-Treasurer
Departments: Design, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices

MISSOURI



Everything is
NEW
in Detroit...

specially for you and your meetings

In the summer of '60 Detroit's new Cobo Hall will make its bow as an impressive showcase for companies such as yours. A year later the magnificent Convention Arena will begin hosting your festivities. New hotels and motels are already reflecting the luster of Detroit's newness.

But the newness of Detroit is more than skin deep now that we offer our newest service... a service that consists of newness itself. When your company goes on display it can *perform in style* by having all *new* booths and accessories. Our complete new inventory of draperies, carpeting and furnishings will give your display the setting it deserves.

ALL NEW Tubular steel booth frames—safe, sturdy and easily adjustable.

ALL NEW Luxurious draperies and carpets in the shades and textures that good taste demands.

ALL NEW Bright, comfortable molded glass fiber chairs.

ALL NEW Tables, ash trays, lamps and other accessories.

So, pull this page and drop it in your file labeled "conventions." Or better yet, drop us a note now and get the full story of our convention services and our tasteful, budget-hugging display work.



DISPLAY & EXHIBIT COMPANY

1014 Lynn, Detroit 11, Michigan

Telephone TULsa 3-0602

Designers and Manufacturers of Displays, Animations, Training Devices, Exhibition Buildings and Sales Presentations

- EXHIBIT BUILDERS
- SHOW DECORATORS
- FURNITURE SUPPLIERS

continued

KANSAS CITY

Manncraft-Exhibitors Service (EP&DA)

2100 Central St. (Phone: BA 1-8855)
Leon A. Manne, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Plastic Fabricating
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

ST LOUIS

Ad-Craft, Inc. (EP & DA)

1624 Delmar Blvd. (3) (Phone: GA 1-3095)
Wendall P. Blanton, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Advertisers Displays & Exhibits, Inc. (EP & DA)

2028 Washington Ave. (3) (Phone: CE 1-8170)
E. F. Rehbohs, Administrative Assistant

BRYAN-ELLIOTT

BRYAN-ELLIOTT

**BRYAN-ELLIOTT
COMPANY**

EXHIBITS

EXETER 2-4600

27-01 Bridge Plaza, North
Long Island City, N. Y. 1

BRYAN-ELLIOTT

Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Brade Decorating Co.

2025 S. Vandevender Ave.
Harry Whittemore, Manager
(See listing under Minneapolis)

Sellinger Displays, Inc.

714 North 13th St. (3) (Phone: MA 1-3307)
E. C. "Erv" Sellinger, President
Departments: Exhibit Design, Exhibit Construction
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

NEBRASKA

OMAHA

Freeman Decorating Co. (EP & DA)

4517 Military Ave. (Phone: REgent 8984)
(See listing under Dallas)

Manncraft-Exhibitors Service (EP&DA)

Civic Auditorium (Phone: JA-4248)
(See listing under Kansas City)

NEW JERSEY

ATLANTIC CITY

Albert Meltz Studios

2304 Pacific Ave. (Phone: 4-3942)
Services: Installation, booth background and drape rental, show decorating, furniture rental
Special Units: Production displays

McColl's Display Service (EP & DA)

203 N. Sovereign Ave. (Phone: 4-1453)
William Earl McColl, Owner
Services: Installation

Sho-Aids, Inc. (EP&DA)

(Phone: WX 2-811)
(See listing under Philadelphia)

United Convention Decorators, Inc.

2328 Pacific Ave. (Phone: 4-3128)
Samuel Katz, General Manager
Services: Booth background and drape rental, booth furniture rental, show decorating

NEW YORK

BROOKLYN

Dyna-Graphic Displays, Inc. (EP & DA)

345 Carroll St. (Phone: UL 5-8400)

Robert Weinstein, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, animation devices, floats

Vanguard Creations Corp.

240 N. 10th St. (11) (Phone: EV 7-1810)
Clifford G. Lee, Production Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, mobile units, production displays, animation devices

BUFFALO

The Dowd Co.

392 Franklin St. (3) (Phone: CLeveland 3335)
T. L. Dowd, Manager
Services: Booth furniture rental

Hadley Advertising Displays (EP & DA)

631 Fargo Ave. (13) (Phone: GA 4456)
Norman F. Hadley, Owner
Departments: Exhibit Design, Exhibit Construction
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Hale Decorators, Inc.

119 Wilkenson St. (2)
Charles W. Howell, President
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

LONG ISLAND CITY

Bliss Display Corp. (EP & DA)

37-21 32nd St. (1) (Phone: EX 2-3890)
Albert Bliss, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Paper Mache
Services: Installation
Special Units: Dioramas, mobile units, production displays, floats, animation devices

Bryan-Elliott Co. (EP & DA)

See Advertisement, Page 250
27-01 Bridge Plaza North (Phone: Exeter 2-4600)
Clint Hammond, Managing Partner
Departments: Design, Sign, Silk Screen, Mechanical
Services: Installation, storage, show decorating
Special Units: Self-contained displays, mobile units, production displays, animation devices, floats

Design-Built Studios, Inc. (EP & DA)

See Advertisement, Page 252
21-21 41st Ave. (1) (Phone: ST 4-3400)
Harold B. Averick, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices

McArthur-Vitale Displays, Inc. (EP & DA)

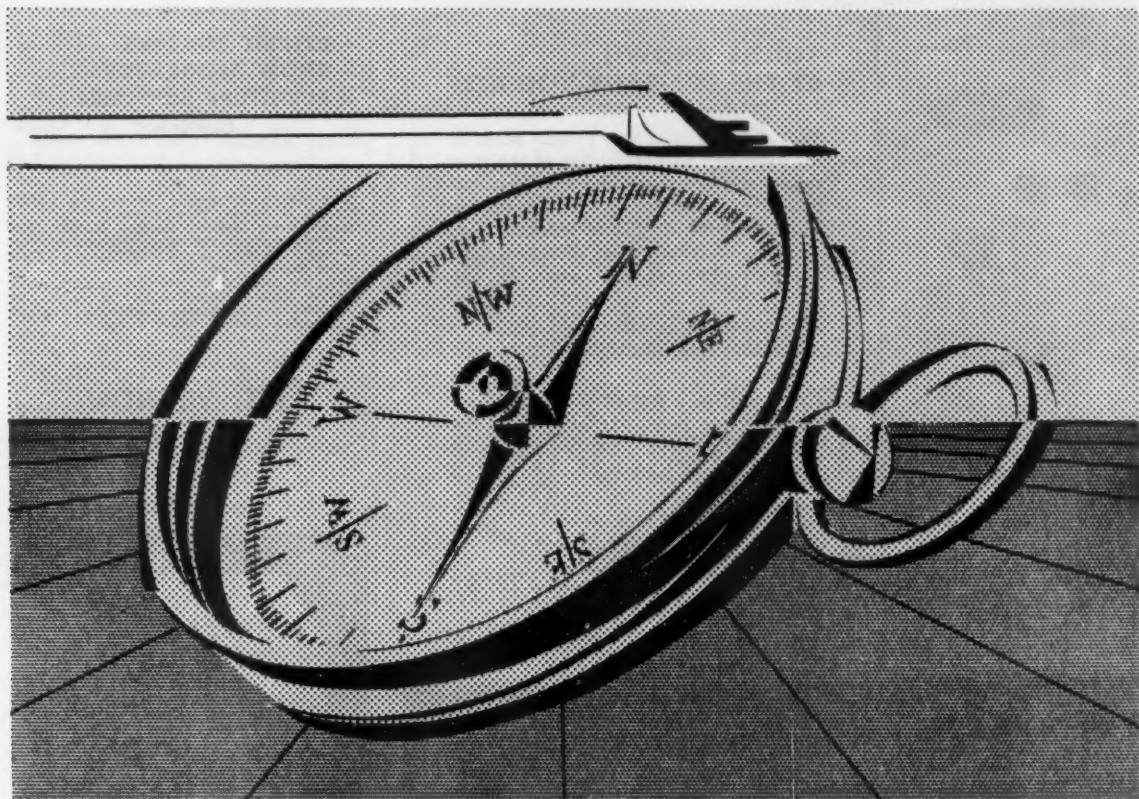
38-46 43rd Ave. (1) (Phone: ST 4-3960)
Santo Vitale, President
Departments: Exhibit Design, Exhibit Construction, Art, Sculpture
Special Units: Dioramas

Show Service Exhibits, Inc.

See Advertisement, Page 255
18-35 38th St.
Net Ackerman
(See listing under New York)

Structural Display Co., Inc. (EP & DA)

See Advertisement, Page 251



BROADENING HORIZONS

*.....so we can extend our facilities
and services to meet the expanding
requirements of firms in world markets*

With the creation of a bond between Structural Display Company, Inc., and G. & W. Waller Limited, a complete and controlled exhibit service in the United States, Europe and Great Britain, meeting the highest standards of dependability and quality, is now available to clients of both companies.

The association makes possible an interchange of know-how and experience, and provides all the facilities of each company's plant, workshops, personnel and services in each of these three areas.

Whatever the size of your budget or exhibit problem, Structural Display Company can service you completely any place in the United States and Europe.

S T R U C T U R A L *Display* COMPANY, INC.

19-19 24TH AVENUE, LONG ISLAND CITY, NEW YORK
ASTORIA 4-1136



Big enough to service you . . . small enough to care.

Remington Rand.

Lederle

Rolliflex



SYLVANIA

DAYTROM
INCORPORATED

NEW YORK LIFE
nylic
INSURANCE COMPANY



YOU'RE KNOWN BY THE COMPANY YOU KEEP

Why did you select your present advertising agency? Chances are one of the most significant factors was the type of clients they have, the service they render, and the length of time they have serviced these accounts. Only the most successful relationships withstand these tests . . .

These same yardsticks should determine your selection of an exhibit firm.

These are just a few of the prestige accounts we've been servicing over the years, with fresh, practical ideas for exhibits that *sell*.

Could this spot be reserved for your company? Perhaps your exhibiting program is due for a refreshing change. We'd welcome the opportunity of exploring it further with you.



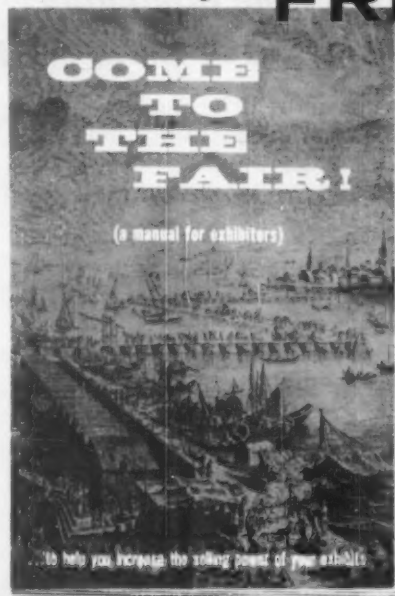
DESIGN-BUILT STUDIOS Inc.

21-21 41st AVE., LONG ISLAND CITY 1, N. Y., Stillwell 4-3400

DESIGNERS AND BUILDERS OF EXHIBITS

(a manual for exhibitors)

Acclaimed by the Industry -
available to you **FREE!**



T₄ DISPLAYERS, inc.

635 West 54th Street • New York 19, N. Y. • PLaza 7-6500

- EXHIBIT BUILDERS
 - SHOW DECORATORS
 - FURNITURE SUPPLIERS
- continued

19-19 24th Ave., Queens (Phone: AS 4-1136)
Thomas F. Byrne, Vice-President
Departments: Exhibit Design, Exhibit Construction, Sales Presentation, Point of Purchase Displays, Metal Fabricating, Sign, Silk Screen, Electrical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats, models

MT. VERNON



625 WEST 55th ST., NEW YORK 19, N. Y.

... a complete exhibit package
or separate components
custom-designed
to meet your budget
and purpose.

Jenter Exhibits (EP & DA)

230 E. 8th St. (Phone: MO 4-0222)

Martin Jenter, President

Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Engraving, Woodworking, Spray Finishing

Services: Installation, storage

Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

NEW YORK

Lewis Barry, Inc. (EP & DA)

12 John St. (33) (Phone: WO 4-0850)

Lewis Barry, President

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking

Services: Installation, booth background rental, booth furniture rental, storage, exhibit rental

Special Units: Self-contained displays, dioramas, mobile units, production displays

Black-Jensen Exhibits, Inc.

41 East 41st St. (Phone: OXford 7-4932)

Harold Black, President

Departments: Exhibit Design, Exhibit Construction

Dikran Display (EP & DA)

142 E. 32nd St. (16) (Phone: MU 5-0984)

Dikran Dargilan, Owner

Departments: Exhibit Design, Exhibit Construction

Services: Installation

Special Units: Self-contained displays

Display Builders, Inc. (EP & DA)

601 W. 50th St. (19)

David A. Fink, President

Departments: Exhibit Design, Exhibit Construction, Signs, Interior Woodwork, Showroom, Design & Construction, Mechanical

Services: Installation

Special Units: Self-contained displays, dioramas, animation devices, floats

Display Corp. of New York

253 W. 44th St. (23) (Phone: TRafalgar 4-2300)

Harry Cooperamith, President

Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen

Services: Installation

Special Units: Production displays

Display Guild

85-99 52nd Ave. (73) (Phone: NE 9-5220)

Lee Brunner, Sales Manager

Departments: Design Engineering and Manufacturing Technical and Timing Devices, Electrical, Mechanical Devices, Metal Fabricating and Structures

Special Units: Production merchandising displays

Display Workshop, Inc.

341 Trumbull St. (3) (Phone: JACkson 2-5287)

Harold P. Post, President

(See listing under Hartford, Conn.)

The Displayers, Inc. (EP & DA)

See Advertisement, Page 252

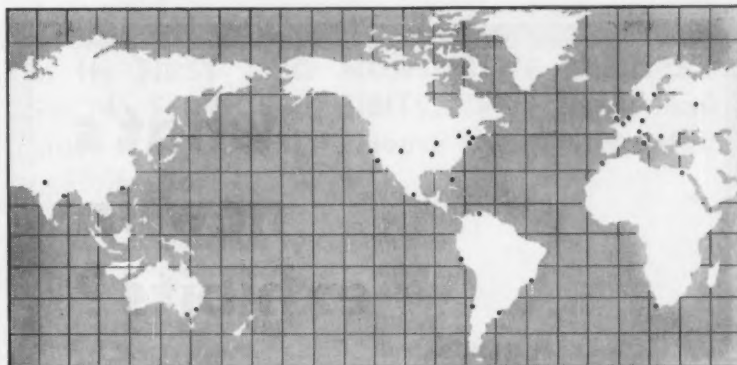
635 West 54th St. (19) (Phone: JU 6-8800)

Belmont Corn, Jr., President

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Carpentry, Painting

Services: Installation, storage, exhibit rental

Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices



Your Show Sales Office In New York EXPOSITIONS CLEARING HOUSE ORGANIZATION

ECHO

At Last—A SALES and Information Service for ALL
Show Management—Please read carefully.

Dear Mr. Show Manager:

We have provided an unprecedented sales and information service for you.

Here in the heart of New York where most space sales originate, we keep on file complete information about your show. You may use our address in your advertisements, or on your letterheads as a source of information.

Anyone may call at this office in person or by phone, and receive complete, detailed information concerning your show, space available, prices, dates, shipping instructions, etc., from courteous, "show-trained" personnel. There will be absolutely no charge whatsoever for this service.

Should a client, however, be sufficiently interested in your show after consultation, to choose a space, he may sign our general contract form (or your contract, if you have provided us with it), and you will be charged the industry standard 15% sales commission, payable when the client's deposit is received. There will be no charges other than this. There will be no charge whatsoever, unless the contract is signed, and the deposit forthcoming, and the contract, naturally, will be subject to your acceptance.

It is as simple as that. You will have an experienced sales force working for you in the New York area to whom you pay no salary, and an office at your disposal which dispenses information about your show—without any charge! In order to take advantage of this free service you should forward to us immediately your complete show literature, including brochures, floor plans, prices, dates, contract forms, and shipping instructions, if any. There will be absolutely no further obligation on your part, other than to keep faith with us when space is contracted for through the use of this office.

Legitimate trade shows and public expositions anywhere in the world may participate. Forward your literature now!

Herbert A. Sallop
HERBERT A. SALLOP
President

ECHO will also accept assignments for its trained sales personnel to call on specified accounts or their agencies in the New York area at a flat service rate of \$10. If a contract is obtained the service fee is waived, and the 15% commission takes effect.

ECHO will conduct complete mail and phone sales campaigns for your show on a low fee basis. Outline your requirements and we will gladly submit estimates.

EXPOSITIONS CLEARING HOUSE Organization
60 East 42nd Street, New York, N. Y. • MUrray Hill 7-6832

what's new in exhibits?

THERE'S PLENTY OF TIME in Grand Central Terminal now, since General Time Corporation joined the parade of blue chip exhibitors in the Merrill Lynch Investment Center. Their five growing divisions combined to present a total corporate image, with accent on the products of Westclox and Seth Thomas.

NEW IVEL SCISSORPAK has taken hold with a bang. This 5 x 8 foot quick-collapsible unit is great for modular booth backgrounds and for individual small-space display and meeting use. Write for folder.

HAVE YOU SEEN the new Hilton Carte Blanche displays now in airports, rail terminals and hotels from coast to coast? High styled, with a strong sales message, they're doing a big job in heavy traffic spots.

INTERESTING NEW USES for Ivelpaks (self-packaged exhibits)—they've gone into the New York Subways to function as candy stores for a big national chain. Opened during the day for high-traffic package selling, they close up at night for security.

PLEXIGLAS MODEL PLANES, four feet long, are now appearing in airline ticket offices to simulate the Fairchild F-27, today's most used prop-jet powered aircraft. These illuminated see-through models, complete with all interior fittings, are individually trimmed in the colors of each airline operator.

NEW TRAVELLING PRODUCT exposition just completed for Federal Pacific Electric now starting on nine months national tour to achieve deeper penetration in the industrial field. Engineered to fit into a single trailer, it will show many new developments in the Company's line of electrical distribution and control equipment.

These are only a few of the many projects which have kept our skilled staff of exhibit specialists busy in recent weeks. We've time to work on your next project too!

IVEL CONSTRUCTION CORPORATION

Designers and Builders of Quality Displays

53rd St. & First Ave., Brooklyn 32, New York, Hyacinth 2-3730

• EXHIBIT BUILDERS • SHOW DECORATORS • FURNITURE SUPPLIERS continued

Exhibitors Service, Inc.

430 East 63rd St. (Phone: TEmpleton 8-6361)
Carmen Wales, Manager

Functional Display, Inc. (EP & DA)

1370 Biondell Ave. (61) (Phone: SYcamore 2-6200)
Mervin Zwerling, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Gardner Displays of New York

61 E. 42nd St. (17) (Phone: MUrray Hill 7-2621)
(See listing under Pittsburgh)

Graphic Displays

11 Station Ave., Staten Island (9) (Phone: YUkon 4-1780)
Peter Martin, Owner
Departments: Design, Metal Fabricating, Sign, Electrical, Exhibit Construction
Services: Storage
Special Units: Self-contained units, dioramas, production displays, animation devices, floats

Hollywood Banners

114 East 32 St. (16) (Phone: OR 9-4790)
Services: Custom made Logo display drapes

Industrial Displays, Inc. (EP & DA)

625 W. 55th St. (19) (Phone: JU 2-4550)
Jack Paul, Secy.-Treas.
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Plastic Fabricating
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Ivel Construction Corp. (EP&DA)

See Advertisement, Page 254

53rd St. & 1st Ave. (32) Brooklyn (HY 2-3730)
Leslie Levi, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Model Shop
Services: Installation and complete field services in U. S. and abroad
Special Units: Self-contained displays, modular mobile units, animation devices

Manhattan Exposition Construction Corp. (EP & DA)

247 West 60th St. and Room 253 N. Y. Colliseum (Phone: FL 7-5253)
Charles LaRosa, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating
Special Units: Self-contained displays, mobile units

Mastercraft Associates, Inc. (EP & DA)

360 W. 11th St. (14) (Phone: WA 4-9360)
Harold Lightman, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical
Services: Installation, booth, background rental, storage, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

**Messmore & Damon, Inc.
(EP & DA)**

See Advertisement, Page 256

1461 Park Ave. (29) (Phone: TRafalgar 6-3530)
Francis B. Messmore
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Theatrical Scenery
Services: Installation, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

**New York Display Service Inc.
(EP & DA)**

101 Park Ave. (17) (Phone: LEExington 2-3759)
Andrew Trifon, Manager
Services: Installations, storage

Selexor Displays, Inc.

312 E. 95th St. (28) (Phone: ATwater 9-8347)
M. Daniel Kingsley, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Angelo Servillo

514 W. 25th St. (Phone: WA 9-3418)
Angelo Servillo, Owner
Departments: Design, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, show decorating
Special Units: Self-contained units, animation devices, floats

Sho-Aids, Inc. (EP&DA)

12 John St.
(See listing under Philadelphia)

Show Service Exhibits, Inc.

See Advertisement, Page 255

New York Coliseum
20 West 60th St. (Phone: JUdson 4-7628)
Howard E. George
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking
Services: Installation, booth background and drape rental, booth furniture rental, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, murals

Sickinger Displays, Inc. (EP&DA)

521 E. 72nd St. (31) (Phone: LE 5-2234)
Xavier Sickinger, President
Services: Installation
Special Units: Production Displays

Strauss Expositions, Inc. (EP&DA)

20 W. 60th St. (23) (Phone: CO 5-0270)
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating

**Structural Display Co., Inc.
(EP & DA)**

3 West 61st St. (Phone: CIrcle 7-0212)
(See listing under Long Island City, N. Y.)

United Exposition Decorating Co., Inc.

N. Y. Coliseum, Room 254 (Phone: COlumbus 5-5133)
William Spiegelman, General Manager
(See listing under Atlantic City)

Walling Display

48 W. 20th St. (11) (Phone: WA 9-3359)
George Walling, Owner
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen
Special Units: Self-contained units, production displays, animation devices

Warren Displays, Inc. (EP & DA)

555 W. 23rd St. (Phone: AL 5-9646)
Gordon H. Warren, President
Departments: Exhibit Design, Exhibit Construction, sign, Electrical, Mechanical, Woodworking
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units

**In Its FIRST TWO MONTHS OF BUSINESS,
SHOW SERVICE EXHIBITS, The Newest And
Most Modern Exhibit House Has Constructed
Exhibits For:**

Air Reduction
Allied Chemical
Anaconda
Armstrong Cork
Eagle Pencil
Enjay

Friden
I.B.M.
Revlon
Tyrex
United States Plywood
Westinghouse



I.B.M. Display at the recent Office Equipment Manufacturers Exhibit, Washington, D. C. 90' long x 40' wide x 28' high. Designed by I.B.M., constructed by Show Service Exhibits, Inc.

Why SSE is the fastest growing show house in the industry.

1
2
3

A glass wrapped brand new one story plant of 30,000 square feet with a 20 foot high ceiling. The finest facilities results in lower production costs with a more economical price to the exhibit buyer.

Service offices centrally located in the New York Coliseum for the most efficient servicing of shows and conventions. You don't phone for service, you see us personally on the spot.

All rental of booth equipment—the newest in Naugahyde, bronze tone furniture, carpeting and accessories—are available from our affiliated company. One contact—one billing—covers all your show needs.

SSE

Discover for yourself the reason for our phenomenally rapid growth in the exhibit field. Call or write:

SHOW SERVICE EXHIBITS, Inc.

18-35 38th Street

Long Island City 5, New York

RAvenswood 1-4400

"Capable Friends Working With You"

Only Minutes From the N. Y. World Fair Grounds

- EXHIBIT BUILDERS
- SHOW DECORATORS
- FURNITURE SUPPLIERS

continued

York Exposition Service Corp. (EP&DA)
New York Coliseum (19) (Phone: CH 5-1270)
George A. Groht, President
Services: Booth background and drape rental,
booth furniture rental, show decorating

OCEANSIDE

for personalized exhibits Messmore & Damon

That "something extra" in our finished product reflects a client attitude which, in almost four decades of exhibit design and construction has brought to and kept with our firm a long and distinguished list of satisfied customers.



We build to help you sell.
May we fill this role for you?

Messmore and Damon

1461 Park Avenue
New York, New York
TRafalgar 6-3530

Hartwig Displays (EP&DA)
2426 Westlake Ave. (Phone: ROckville Center 6-7171)
Paul Gebhard, Consultant
(See Listing under Milwaukee)

ROCHESTER

Ernst Decoration Co., Inc.
486 Plymouth Ave., S. (8) (Phone: HAMILTON 6-5883)
William Ernst, President
Departments: Sign, Electrical
Services: Exhibit rental, booth furniture rental
Special Units: Flags & bunting, floats

SYRACUSE

Ivel Construction Corp. (EP&DA)
East Lake Rd. (10) (Phone: SKanateles 1144)
Ralph L. Wintersteen, Manager
(See listing under Brooklyn)

Cooper Decorating Co.
1211 E. Fayette St. (Phone: GR 5-2181)
Harris E. Cooper, President
Departments: Exhibit Design, Exhibit Construction, Silk Screen, Electrical
Services: Installation, show decorating, booth rental
Special Units: Displays, Floats

WESTBURY

Display Center Inc. (EP&DA)
84 New York Ave. (Phone: EDgewood 4-5900)
William L. Connah, President
Departments: Design, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Manufacture of complete trade show exhibits and showrooms
Services: Installation, storage, exhibit rental
Special Units: Self-contained units, dioramas, production displays, animation devices

OHIO

CINCINNATI

Display Sales
1632 Gest St. (4) (Phone: GR 1-7500)
Robert M. Nagle, Robert Harrigan, Partners
Departments: Exhibit Design, Exhibit Construction, Silk Screen, Electrical, Mechanical
Services: Storage, show decorating
Special Units: Self-contained displays, production displays, animation devices

George E. Fern Co.
1416 Elm St. (10)
G. Edward Fern, President

Departments: Sign
Services: Installation, booth background and drape rental, booth furniture rental, show decorating

Production Presentation Inc.
1036 Gilbert Ave. (2) (Phone: GA 1-1830)
Don K. Howard, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Sales Production Corp.
1617 Reading Road (2) (Phone: CH 1-1007)
George R. Timmerman, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

CLEVELAND

Add Co.
1776 E. 43rd St. (3) (Phone: ENdicott 1-1530)
Geraldine Copperman, President
Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating

Andrews, Bartlett & Associates, Inc.

See Advertisement, Page 1

1549 W. 24th St. (13)
A. S. Andrews, President; Harold E. Bartlett, Vice President
Departments: Exposition Management, Exposition Production, Booth Background, Show Decoration, Rental Furnishings and Equipment, Exhibit Design & Construction
Services: Complete convention and exposition services, booth background and drape rental, booth furniture rental, show decorating, show management

Bates & Hammond, Inc.
1011 Bronson Court (Phone: P'rospect 1-6725)
John P. Bates
Departments: Design, Sign
Services: Installation, Booth Background and Drape Rental, Booth Furniture Rental, Storage, Show Decorating

Calmore-DeVorn, Inc. (EP&DA)
1445 Dodge Ct. (14) (Phone: CH 1-2307)
C. Calvin Moore, President
Robert L. DeVorn, Vice President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, mobile units, production displays, animation devices

DeVorn Displays Corp. (EP & DA)
1022 Beltline Rd. (9) (Phone: ON 1-1550)



will
help
you

Sell

HARVEY G. STIEF, INC.
Cleveland, Ohio GL 1-4243



Mayflower sets them up... takes 'em
down... keeps your show on the go!



**Your Routed Exhibits
Need Our Complete
Money-Saving Service!**



America's Most Recommended Mover

● Find out more about this worry-free way to handle your next "routed" exhibit move. Consider its obvious advantages, *plus the way it eliminates so many hidden extra expenses* you are paying now.

It will be planned to your requirements—to deliver it safely and on time! Only a *veteran* Mayflower driver is selected... thoroughly trained in proper care of costly complete exhibits... expert in meeting over-the-road schedules... resourceful enough to cope with any specialized display moving problem.

Your local Mayflower agent knows the *least* expensive way to set it up. Planning ahead saves money, too, so why not call him now!

Ask for "17 Reasons Why"—a practical exhibit guide.

AERO MAYFLOWER TRANSIT COMPANY, INC. • INDIANAPOLIS, INDIANA

• **EXHIBIT BUILDERS**
• **SHOW DECORATORS**
• **FURNITURE SUPPLIERS**

continued

John F. Clarke, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Woodworking, Plastics
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Gallo Displays, Inc. (EP&DA)

1012 Sumner Ave. (15) (Phone: TO 1-3440)
Paul B. Gallo, President
Departments: Exhibit Design, Exhibit Construction, Merchandising, Sign, Silk Screen, Electrical, Mechanical, Photographic
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Don Glaze Display Service (EP&DA)

6742 Commonwealth Blvd. (30) (Phone: VI 8-2512)
Don Glaze, President
Services: Exhibit installation, storage

Gravatt Displays (EP & DA)

19627 W. Lake Rd. (16) (Phone: ED 1-6460)
R. H. Gravatt, Owner
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, production displays

Ivel Construction Corp. (EP&DA)

1220 Haron Rd. (Phone: SU 1-5533)

Leon Gordon Miller, Manager
(See listing under Brooklyn)

Ohio Displays, Inc. (EP & DA)

(See Advertisement, Page 258)
2206 W. Superior Viaduct (13) (Phone: GH 1-3777)
Clifford T. McKay, Vice President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Rappaport Studios, Inc. (EP & DA)

1618 Walnut Ave. (14) (Phone: SU 1-4960)
Maurice I. Rappaport, President
Departments: Exhibit Design, Exhibit Construction, Photo Reproductions & Murals
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Rogers Display Studios, Inc. (EP&DA)

5815 Kinsman Rd. (4) (Phone: UT 1-0676)
Van R. Rogers, President
Departments: Exhibit Design, Exhibit Construction, Silk Screen, Electrical, Mechanical
Services: Installation, booth furniture rental, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Sales Improvement Display Co.

1022 Belt Line St. (Phone: ON 1-1560)
Frederic W. Gill, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Plastic Fabricating
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Harvey G. Stief, Inc. (EP & DA)

(See Advertisement, Page 256)
424 E. 131st St. (3) (Phone: GL 1-4243)

Harvey G. Stief, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Plastic
Services: Installation, booth furniture rental, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

United Exposition Service Co.

1940 E. 6th St.
William S. Stetson, General Manager
(See listing under Atlantic City)

DAYTON

Merchandise Displays, Inc. (EP & DA)

233 Lee St. (4) (Phone: Baldwin 4-8353)
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, floats, animation devices

TOLEDO

Activ-Ad, Incorporated (EP & DA)

21 S. Erie St. (2) (Phone: CHerry 3-3541)
L. K. Mueller, President
Departments: Exhibit Design, Exhibit Construction, Hardbound Fabricating, Metal Fabricating, Plastics, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained displays, dioramas, mobile units, production displays

Herzberg Decorating Studios

835 Broadway (9) (Phone: CHerry 3-5978)
Max R. Herzberg, Owner
Departments: Sign
Services: Show decorating, exhibit rental
Special Units: Floats

WARREN

Custom Displays, Inc. (EP&DA)

2610 N. Park Ave. (Phone: EXpress 4-1555)
Robert A. Wellington, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices

OKLAHOMA

TULSA

Dallas Meade Constructors, Inc. (EP&DA)

55 N. Madison St. (Phone: LUther 7-7201)
Dallas Meade, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

OREGON

PORTLAND

Images and Impressions

Ohio Displays are old hands (since 1919) at the business of imagery. We can help develop the graphic presentation of your creative selling objectives both for trade show and point-of-sale. Custom Exhibits • Originators of Self-Pak • Wrap-Pak Displays. Request illustrated catalogs.



Ohio Displays

2206 W. Superior Viaduct
Cleveland 13,
Ohio

Applied
Imagery for
Creative Selling



"OUR EXHIBIT JUST NEEDS A NEW COAT OF PAINT!"



...A NEW COAT OF PAINT WON'T HELP AN EXHIBIT THAT'S OUT OF DATE

An exhibit, like a piece of productive machinery, eventually reaches a point of no return. Once it does, refurbishing may make it look fresh and clean, but the exhibit may still fall short of the job to be done.

There is no rule of thumb that one can follow to determine whether an exhibit is re-usable or ready for discard. Any number of factors can obsolete an exhibit.

Inflexibility in design and construction may prevent proper and dramatic display of a new product or new feature of existing product. Frequently, innovations in exhibit techniques will precipitate obsolescence. Or it's conceivable that your present exhibit no longer projects the desired corporate image or current theme.

Before you apply the paint brush, we suggest you give the above "exhibit evaluation factors" serious consideration. It may well be that a new exhibit, based upon your immediate and long range objectives, will save you money in terms of greater returns for your exhibit dollar.

Additional "Exhibit Evaluation Factors" are described in a new mailing piece. Upon request, we'll send you a copy along with a new 8-page folder entitled "Sales Producing Exhibits." This contains illustrations and detailed explanations of exhibit techniques successfully used by GRS&W clients. Send for your copies.



GRS & W exhibits and displays

GARDNER, ROBINSON, STIERHEIM & WEIS, INC. • 5875 Centre Avenue, Pittsburgh 6, Pennsylvania

*** EXHIBIT BUILDERS
* SHOW DECORATORS
* FURNITURE SUPPLIERS**

continued

Bert J. Harris & Associates (EP&DA)

210 N. W. 21st Ave. (9) (Phone: CA 3-2222)
Bert J. Harris, Owner
Departments: Design
Services: Installation
Special Units: Self-contained units, dioramas, mobile (truck, trailer) units, production displays, animation devices, floats

Porterfield Sign Advertising (EP & DA)

4412 S.W. Corbett Avenue (Phone: Capitol 6-3907)
Wilbur A. Porterfield, President

Charles L. Wakefield Displays-Decorations

4422 S.W. Corbett St. (Phone: Capitol 8-8249)
Services: Booths, stages, signs, flags, draperies, furniture, lighting, display materials, mobile units

PENNSYLVANIA

HARRISBURG

Hain Wolf Studios, Inc. (EP&DA)

4002 Jonestown Rd. (Phone: Kingswood 5-3717)
Don E. Grimes, Vice President
Departments: Design, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Self-contained units, dioramas, mobile units, production displays, animation devices

PHILADELPHIA

The Art Guild of Philadelphia (EP & DA)

134 N. 22nd St. (3) (Phone: LOcust 7-3322)
Morris Beck, Manager

Lewis Barry, Inc. (EP & DA)

275 S. 59th St. (39) (Phone: SHerwood 8-3113)
(See listing under New York City)

Berm Studios, Inc. (EP&DA)

404 E. Baltimore Ave. (Phone: GRanite 2-2431)
Sydney Berman, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen
Services: Installation, booth background and drape rental, storage, booth furniture rental, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Design Associates, Inc. (EP&DA)

4422 Market St. (4) (Phone: EVergreen 2-2747)
Warren T. Logan, Manager
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

Dirmeyer Displays, Inc. (EP&DA)

3340 Rorer St. (34) (Phone: GARfield 5-5130)

C. N. Dirmeyer, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Silk Screen, Sign, Electrical
Services: Installation, storage
Special Units: Point of purchase displays, animation, scale models, dioramas

The Display House

1101 S. 20th St. (46) (Phone: PE 5-4448-49-50)
Archibald Lewy, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical, Woodwork, Cabinet Construction, Silk Screen
Services: Installation, booth furniture rental, storage, exhibit rental
Special Units: Self-contained displays, mobile units, production displays, dioramas, animation devices, floats

General Exhibits (EP&DA)

1800 S. Bambrey St. (45) (Phone: HOward 7-1600)
S. Miller Mack, President
Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical
Services: Installation, storage
Special Units: Self-contained units, mobile units, animation devices

Ivel Construction Corp. (EP&DA)

(Dailey Service)
1207 Spruce St. (Phone: KINGSLEY 6-1797)
(See listing under New York City)

Sho-Aids, Inc. (EP&DA)

277 S. 59th St. (39) (Phone: SHerwood 8-2622)
Louis DeCecco, Vice-President
Services: Booth installation

William H. Simkins Studio (EP&DA)

3 Penn Center Plaza (2) (Phone: LOcust 4-0202)
L. H. Lipka, Owner
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Silk Screen, Electrical, Mechanical, Sales Meetings, Graphic Arts, Photography, Theatre for Industry
Services: Installation, storage, producers, writers and directors of sales meetings and presentations, employee training aids, film strips, slides, artwork, brochures, booklets, visual aids and package design
Special Units: "Simkimate" programming control unit for shows, lighting and projection equipment

W. E. Sparks Studio, Inc. (EP&DA)

2415 South St. (46) (Phone: KI 5-6040)
Donald R. Sparks, President
Departments: Exhibit Design, Exhibit Construction, Painting
Services: Installation, storage
Special Units: Self-contained units, animation devices

United Booth Equipment Co.

630 S. 42nd St. (4) (Phone: EVergreen 6-2772)
Sol Katz, General Manager
(See listing under Atlantic City)

PITTSBURGH

Gardner Associates, Inc. (EP&DA)

335 Fifth Ave. (22) (Phone: ATLantic 1-2640)
Harry B. Gardner, Jr., President
Departments: Design, Phonomime, Demonstration and Dramatized Sales Features

Gardner Displays Co.

477 Melwood St. (13) (Phone: MA 1-9448)
J. M. Crookston, President
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Models
Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

GRS&W

(Gardner, Robinson, Stierheim & Weis, Inc.)

See Advertisement, Page 259

5875 Center Ave. (8) (Phone: EM 2-1400)

R. P. Stierheim, President
Robert C. Dickman, V-P Sales
Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices

United Booth Equipment Co.

407 Seventh Ave., Chamber of Commerce Bldg.
William W. Stetson, General Manager
(Affiliate of United Exposition Service Co., Atlantic City, N. J.)

PROSPECT PARK

Technical Displayers, Inc.

738 Maryland Ave. (Phone: SA 9-7800)
F. L. Woodmansee
Departments: Design, Silk Screen, Sign, Electrical, Mechanical
Services: Installation, storage, exhibit rental
Special Units: Self-contained units, dioramas, mobile units, animation devices

READING

Ivel Construction Corp. (EP&DA)

(Dailey Service)
610 Washington St.
(See listing under New York City)

TENNESSEE

MEMPHIS

Newhouse Co., Inc.

124 Exchange Ave.
Will Grimes, Mgr.
Departments: Exhibit Design, Exhibit Construction, Sign
Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating

TEXAS

DALLAS

Freeman Decorating Co. (EP&DA)

See Advertisement, Page 246

3004 Commerce St. (Phone: RIVerside 1-1514)
John E. Gebhard, Manager
Departments: Exhibit Design, Exhibit Construction, Sign
Services: Installation, booth background and drape rental, booth furniture rental, show decorating
Special Units: Self-contained displays, production displays

HOUSTON

Arnold-Rogers

101 Main St. (2) (Phone: CAPITOL 7-6165)
Frank Arnold, Partner
Departments: Exhibit Design, Exhibit Construction, Sign
Services: Installation, show decorating

Brude, Inc.

2000 Humion St.
Eddie Jones, Manager
(See listing under Minneapolis)

Hazel Hays Southwestern Decorators (EP&DA)

6225 St. Augustine Ave. (21) (Phone: JA 4-3119)

Hazel Hays, President

Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical

Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating
Special Units: Mobile units

VIRGINIA

ALEXANDRIA

Design & Production, Inc. (EP&DA)

826 Slaters Lane (Phone: KI 8-8080)

Leonard C. Rennie, President

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Models

Services: Installation and storage limited
Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, electronics units

ARLINGTON

Theodore John Christensen, Inc.

501 S. 20th St. (3) (Phone: OT 4-7608)

Frank Masters, Sales Manager

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical

Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

WASHINGTON

SEATTLE

Rowan, Inc. (EP&DA)

2110 Western Ave. (1) (Phone: IM 2-4075)

W. Al Rowan, President

Departments: Exhibit Design, Exhibit Construction, Sign, Mechanical

Services: Installation, booth background and drape rental, booth furniture rental, show decorating

Special Units: Production Displays, floats

WISCONSIN

MILWAUKEE

Art Siemann Advertising, Inc.

2201 W. Greenfield Ave. (4) (Phone: Mitchell 5-6365)

Art Siemann, President

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical

Services: Installation, booth background rental, show decorating, flag rental and decorating for conventions

Special Units: Self-contained displays, production displays, floats

Derse Advertising Co. (EP & DA)

2620 West St. Paul Ave. (8) (Phone: DI 4-2770)

Robert Draeger, Display Manager

Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical

Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Foster Custom Displays, Inc.

224 E. 1st St. (4) (Phone: BR 6-0668)

Earl J. Foster, President

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical

Services: Installation, storage, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Gray-Way Advertising Displays, Inc. (EP & DA)

3727 N. Palmer St. (12) (Phone: FR 4-0840)

F. E. Gray, President
Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Mechanical, Model Making

Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating, outdoor advertising, bulletins

Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Hartwig Displays (EP&DA)

1325 N. Van Buren St. (2) (Phone: BR 6-4587)

Walter A. Hartwig, President

Departments: Exhibit Design, Exhibit Construction, Metal and Plastic Fabrication, Electrical, Mechanical

Services: Installation, exhibit and furniture rental, storage

Special Units: Self-contained units, models, dioramas, terminal displays, animated figures, mobile units

Lothar Display Engineering Co.

3536 W. Fairmount Ave. (9) (Phone: HO 3-0882)

Lothar M. Weichelt, Owner

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Plastic Fabricating, Electrical, Mechanical, Model Making

Services: Installation, booth background and drape rental, storage, exhibit rental, show decorating

Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Motion & Display Co.

1032 W. Somers St. (5) (Phone: BR 1-3921)

Leon Marks, President

Departments: Exhibit Design, Exhibit Construction, Sign, Electrical, Mechanical, Spray Painting

Services: Installation, booth background and drape rental, storage, exhibit rental, show decorating

Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Wisconsin Display Studios

1124 N. 5th St. (5) (Phone: BRoadway 6-2675)

William Leutner, Manager

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Electrical, Mechanical

Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

CANADA

BRITISH COLUMBIA

VANCOUVER

Challier Display Associates Ltd.

1451 Adanac St. (Phone: Hastings 8417)

Herbert Challier, President

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical

Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

ONTARIO

TORONTO

Arrow Displays

586 Kingston Road (8)

Phone: OX 9-2816

W. Wallis, Owner

Departments: Sign

Services: Exhibit rental, show decorating

Dana Designs, Ltd.

19 Yorkville Ave. (Phone: WA 4-8453)

Lloyd A. Hackwell, Manager

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical

Services: Installation, booth furniture rentals

Design Craft, Ltd.

340 Dufferin St. (Phone: LEEnox 4-8471)

C. M. Charters, President

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical

Services: Installation, booth background and drape rental, booth furniture rental, exhibit rental, show decorating

Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Display Service Co., Ltd.

101-103 Queen St., E. (Phone: EM 3-5125)

Gordon F. Hall, President

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical, Carpentry

Services: Installation, booth background and drape rental, booth furniture rental, storage, show decorating

Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Dynamic Displays, Ltd.

200 Geary Ave. (Phone: LE 1-5051)

Frank J. Bernard, President

Departments: Sign, Electrical, Mechanical, Exhibit Design, Exhibit Construction

Services: Installation, booth furniture rental, show decorating

Special Units: Self-contained displays, dioramas, mobile units, production displays, animation devices, floats

Staples Sign & Display Ltd.

544 King St., W. (Phone: EM 6-2709)

G. O. Staples and J. N. Staples, Partners

Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Electrical, Mechanical, Carpentry

Services: Installation, booth background and drape rental, booth furniture rental, storage

Special Units: Self-contained displays, production displays, animation devices

Stronco Ltd.

111 Judge Road (18)

(See Hale Decorators, Buffalo)

MONTREAL

Carl Mangold, Ltd.

1495 St. James St., W. (Phone: WELington 2-6179)

Carl Mangold, President

Departments: Exhibit Design, Exhibit Construction, Sign, Silk Screen, Carpentry

Services: Installation, show decorating
Special Units: Self-contained displays, dioramas, production displays, animation devices, floats

Clarkson-Conway Associates, Ltd.

Queen Elizabeth and Sheraton Mount Royal Hotels (Phone: AV 8-6742)

Raymond R. Meikle, Director of Sales

Departments: Sign, Electrical

Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

Taylor Advertising, Ltd.

425 River St. (Phone: TR 2571)

V. E. Traversy, Manager

Departments: Exhibit Design, Exhibit Construction, Metal Fabricating, Sign, Silk Screen, Electrical, Mechanical

Services: Installation, booth background and drape rental, booth furniture rental, storage, exhibit rental, show decorating

Special Units: Self-contained displays, dioramas, production displays, animation devices, floats



CALIFORNIA

LOS ANGELES

Award Incentives, Inc.
4710 Crenshaw Blvd.
(See listing under New York City)

SAN FRANCISCO

Danzinger Sales Division
Walter N. Cribbins & Co. Inc.
619 Mission St. (5) (Phone: YUkon 2-8450)
Dan Danzinger, Vice President
Products: Badges, ribbon, buttons, convention gifts
Award Incentives, Inc.
619 Mission St.
(See listing under New York City)

COLORADO

DENVER

Colorado Badge & Novelty Co.
2051 Champs St. (5) (Phone: AComa 2-3813)
Products: Badges in celluloid, ribbon and metal

DISTRICT OF COLUMBIA

WASHINGTON, D.C.

Lamb Seal & Stencil Co.
824 13th St. N. W.
C. H. Brown, President
Products: Badges



STICK-ON BADGES

For MEETINGS and CONVENTIONS

Name Badges, stick on any Garment. No pins or buttons.

FIRM NAME
GOES HERE

KEN MORRISON

DATE and PLACE
MEETING

ONLY 5c Each

IMPRINTED

1000 lots . . . less 6c each
3 inch Circle, Square or Triangle. 10 day service.
Send copy. Guaranteed.

FREE SAMPLES — Glad to send them
Order from Frank D. Jackson,
JACK-BILT, 904 Central St., Phone VI 2-5068
Kansas City, Mo.

Lewis Co.
1926 L St. N. W.
J. G. Ellisor, Vice President
Products: Badges, ribbons, favors, buttons

FLORIDA

ST. PETERSBURG

D. L. Vaughn & Associates
101 8th Ave. S. E.
Dale Vaughn, General Manager
Products: Badges, registration cards, ribbons

GEORGIA

ATLANTA

General Specialties, Inc.
94 Edgewood Ave., N. E.
R. L. Cheek, President
Products: Celluloid name holders, metal name bars, ribbons, buttons, arm bands, sashes

ILLINOIS

CHICAGO

Adcraft Manufacturing Co.
455 N. Oakley Blvd. (12) (Phone: MO 6-0272)
F. J. Sitzberger
Products: Badges, printed inserts, registration cards

Award Incentives, Inc.
6331 W. Spokane Ave. (46)
John J. Finney, Gen. Sales Mgr.
(See listing under New York City)

Green Duck Metal Stamping Co.
1520 W. Montana St. (14) (Phone: LAkeview 5-7100)
Products: Badges in celluloid, ribbon and metal

Parisian Novelty Co.
3510 S. Western Ave. (9)
Products: Badges, badge holders, buttons, advertising specialties

MASSACHUSETTS

BOSTON

Arthur Blank & Co., Inc.
10 Causeway (14)
Harry Blank, Manager
Products: Convention badges, plastic holders, printed plastics, buttons, badges, ribbons

Pilgrim Badge & Specialty Co.
268 Babcock St. (15) (Phone: STadium 2-9300)
Products: Badges in plastic, ribbon and metal

MINNESOTA

MINNEAPOLIS

Midwest Badge & Novelty Co., Inc.
4420 Excelsior Blvd. (16) (Phone: WALnut 7-8901)
A. F. Collins, President
Products: Badges, buttons, trophies

Wendell-Northwestern, Inc.
2424 East Franklin
William E. Bryant, Vice President
Products: Badges, buttons

MISSOURI

KANSAS CITY

Jack Bilt Corp.
See Advertisement, Page 262
906 Central St. (6)
Frank D. Jackson, President
Products: Pressure-sensitive stick-on badges

ST. LOUIS

Award Incentives, Inc.
8623 Brookshire
University City 24
(See listing under New York City)

St. Louis Button Co., Inc.
415 Lucas Ave. (2) (Phone: CEntral 1-4916)
Products: Celluloid buttons, plastic badge cases, ribbons

NEW JERSEY

NEWARK

The Whitehead & Hoag Co.
107 First St. (1) (Phone: HUmboldt 3-4600)
A. E. Wunderlich, Sales Promotion Manager
Products: Arm bands, badges in plastic and metal, buttons in plastic and metal, ribbons, trade show souvenirs

NEW YORK

BEAVER FALLS

Glenfield Plastics, Inc.
Phone: LOwville 430
Robert H. Snow, Sales Manager
Products: Badge holders, printed inserts, ribbons

NEW YORK

Award Incentives, Inc.
60 Jay St. (Phone: JA 2-3600)
Murray Nedell, President
Products: Badges, ribbons, emblems, trophies

Best Banner & Novelty Co.
43 E. 20th St. (3) (Phone: AL 4-2255)
Sol Hirsch, Owner
Products: Badges, buttons, ribbons, arm bands

Empress Specialty Co.
716 Broadway
E. Reas
Products: Badges, buttons, advertising novelties

Flaghouse, Inc.
2010 3rd Ave.
Thomas G. Borowik, Vice President
Products: Badges, buttons

Green Duck Metal Stamping Co.

55 W. 42nd St.
(See listing under Chicago)

E & H Simon, Inc.

381 Fourth Ave., (16) (Phone: LExington 2-0430)
Herbert Simon, President
Products: Badges, buttons

ROCHESTER**Metal Arts Co., Inc.**

742 Portland Ave.
Charles W. Jack, Sales Manager
Products: Embossed metal convention badges

SYRACUSE**H. Stiefel Co.**

548 S. Salina St.
Hans Stiefel, President
Products: Badges, buttons, ribbons, give-aways

OHIO**CINCINNATI****Award Incentives, Inc.**

6098 Dryden Street
(See listing under New York City)

Pettibone Bros. Mfg. Co.

224-228 E. 8th St. (2) (Phone: CH 1-5080)
Gene Mesh, Sales Manager
Products: Badges, buttons, ribbons, badge cases, banners, flags

CLEVELAND**Dawson Co.**

2929 Prospect Ave. (Phone: Prospect 1-7770)
R. M. House
Products: Badges, buttons, ribbons

Western Specialty Co.

211 Ninth-Chester Bldg.
J. M. Latta, Sales Manager
Products: Badges

OREGON**PORTLAND****Irwin-Hodson Co.**

439 N.W. 15th St. (9) (Phone: CA 7-2401)
Edgar A. McDonald, Jr.
Products: Badges, ribbons, badge bars

PENNSYLVANIA**PHILADELPHIA****Award Incentives, Inc.**

7817-19 N. Broad Street
(See listing under New York City)

Philadelphia Badge Co., Inc.

1007 Filbert St. (7) (Phone: WALnut 2-1790)
Mrs. Gertrude J. Bell, Sales Manager
Products: Pressure-sensitive badges, badge cases

RHODE ISLAND**PROVIDENCE****Emblem & Badge Mfg. Co.**

48 Pine St. (3) (Phone: DEXter 1-5444)
Nathan Resnik, Manager
Products: Badges, buttons, trophies, emblems

TENNESSEE**CHATTANOOGA****Eaves Badge & Emblem Co.**

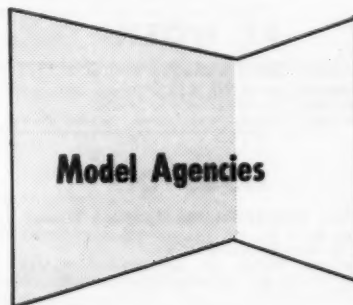
107 E. 8th St. (2) (Phone: AM 6-1614)
George G. Eaves, Partner
Products: Badges, ribbons

KNOXVILLE**Colonial Press**

409 Wall Ave. (1) (Phone: 2-4611)
R. L. Quinn, General Manager
Products: Badges

WASHINGTON**SPOKANE****Spokane Stamp Works**

W. 401 First Ave.
Ross Eliot Jensen
Products: Badges, ribbons

**ARIZONA****TUCSON****Flair Parissienne**

3826 E. Speedway
Marie Sarkis, Director
Services: Models

COLORADO**DENVER****Morganti Charm and Modeling School**

1443 Stout St. (2) (Phone: ALPine 5-4885)
Cesare Morganti, Director
Services: Models, demonstrators

DISTRICT OF COLUMBIA**WASHINGTON, D.C.****Convention Services**

605 14th St., N.W., Suite 500
Phyllis Herson, Director
Services: Models, fashion show productions, hospitality hostesses

FLORIDA**ST. PETERSBURG****Helen Cook Modeling Agency**

2534 Central Ave.
Services: Models, hostesses

GEORGIA**ATLANTA****Patricia Stevens Modeling School**

585 Peachtree St., N.E. (Phone: EM 5348)
Miss Bauder, Director
(See listing under Chicago)

ILLINOIS**CHICAGO****Nancy Simpson Agency**

64 W. Randolph St. (Phone: ANdover 3-1856)
Edgar H. Simpson, Genl. Mgr.
Services: Models, narrators, receptionists, demonstrators, sales assistants, fashion shows, charm lectures & programs for convention wives

Patricia Stevens Model & Talent Agency

22 W. Madison St. (Phone: State 2-9107)
Services: Models, receptionists

Patricia Vance Model Agency

131 S. Wabash St. (Phone: Financial 6-5430)
Ed Harrell, Manager
Services: Models, receptionists, talent

MASSACHUSETTS**BOSTON****Burr of Boston**

431 Boylston St.
Margery Burr, Manager
Services: Hostesses, fashion shows

Rogers Model Agency

30 Huntington Ave. (16) (Phone: COmmonwealth 6-3420)
Roly Rogers, Director
Services: Models, receptionists, demonstrators

MICHIGAN**DETROIT****Patricia Stevens Modeling School**

707 Empire Bldg. (36) (Phone: WO 1-0187)
Doris Wood, Director
(See listing under Chicago)

MODEL AGENCIES

continued

MINNESOTA

MINNEAPOLIS

Vangen Models

4112 Highwood Rd. (16) (Phone: WALnut 6-4336)
Margaret Vangen, President
Services: Models, hostesses, actors, props, costumes

NEW JERSEY

ATLANTIC CITY

Atlantic City Models' Guild

8 S. Hanover Ave. (Phone: 2-2222)
Marie McCullough, Executive Director
Services: Models, receptionists, sales assistants, fashion shows, charm lectures, sightseeing tours, entertainment all types of programs

CAMDEN

Jo Anderson Model Agency

731 Federal St.
Peg Anderson, Director
Services: Hostesses, demonstrators

NEW YORK

BUFFALO

Ferrel School of Modeling

271 Delaware Ave. (Phone: MO 6898)
Marion K. Ferrel, Director
Services: Models, receptionists

NEW YORK

Saxi J. Holtsworth Model Agency

316 W. 57th St. (19) (Phone: CO 5-9361)
Saxi J. Holtsworth, President
Services: Models, booth demonstrators

Beatrice Joyce Presentations

150 Broadway (Phone: BE 3-3813)
Beatrice Joyce
Services: Fashion shows

McClelland Agency, Inc.

8 West 56th St.
Services: Models, actors, actresses

Rev. Sallie Agency Inc.

151 E. 50th St. (Phone: PLaza 3-0161)
Services: Models, receptionists

OHIO

CINCINNATI

Kathleen Wellman's Modeling School

31 East 4th St. (2) (Phone: Dunbar 1-6996)
Kathleen Wellman, Director
Services: Models, receptionists

PENNSYLVANIA

PHILADELPHIA

Dorothy Dean Model Agency

1011 Chestnut St.
Services: Demonstrators, hostesses, models, registrars, actors

Patricia Stevens Finishing School

1621 Chestnut St. (Phone: LOcust 7-1300)
Joan Klein, Director
Services: Models, instructors

Philadelphia Modeling and Charm School

105 S. 18th St.
Robert Campbell, Assistant Director
Services: Models, demonstrators, speakers, hostesses

TENNESSEE

MEMPHIS

Models by Cathy

Hotel King Cotton (Phone: JACKson 6-5883, ext. 200)

Cathy Bauby, Owner

Services: Models, charm lectures, fashion shows, demonstrators, receptionists, bands, combos, talent acts

TEXAS

FT. WORTH

Howard-Eades Modeling School

Westbrook Hotel, 623 Salon (Phone: ED 9018)
Theodosia Howard
Services: Models, receptionists, fashion shows

HOUSTON

Mary Beth McDonald Modeling School

1006 Berry St. (4) (Phone: JA 9-3531)

Mary Beth McDonald, Owner

Services: Models for photography, fashion, television and conventions, receptionists and demonstrators

CANADA

ONTARIO

Ottawa

Del Rio Modelling and Theatrical Agency

338 Somerset St. West
Robert Del Rio, Manager
Services: Models, entertainers

Finesse Studios

78 Sparks St. (Phone: Central 3-7663)
Olga Kelman, Managing Director
Services: Models, supervision of fashion shows



Photographers

ARIZONA

PHOENIX

Markow Photography

741 E. McDowell Rd. (Phone: AL 8-6191)
Bob Markow, Owner

TUCSON

Western Ways Commercial Photography

376 S. Stone Ave.
Peter Balestrero, Manager

CALIFORNIA

SAN FRANCISCO

Cristof Studio

Fairmont Hotel (Phone: EX 2-5710)
K. E. Cristof, Owner

Gabriel Moulin Studios

181 Second St. (5) (Phone: YU 6-4224)
William L. Jahnke, Sales Director

COLORADO

DENVER

Charles Grover Photography

1479 S. Jackson St. (10) (Phone: SKYline 6-3059)
Charles E. Grover, Owner

CONNECTICUT

HARTFORD

Capitol Studios, Inc.

26 High St. (3) (Phone: JACKson 5-1175)
Norman Pastor, President

DISTRICT OF COLUMBIA

WASHINGTON

Capitol Photo Service, Inc.

1177 New Hampshire Ave., N. W.
Ed Segal, sales manager

Chase Studios, Ltd.
19th & M Sts., N.W. (8) (Phone: DIstrict 7-4900)
Emil Schaefer, President

Harris & Ewing
1364 G St., N.W. (5) (Phone: NA 8-8700)
Andrew J. May, Vice-President

Tenschirt Photo Co.
1524 K St., N.W. (Phone: NAtional 8-5495)
Joe Tenschirt, Owner

FLORIDA

MIAMI BEACH

Noel Lanham
Sans Souci Hotel (Phone: JE 8-6861)

ST. PETERSBURG

Abby Photographers, Inc.
3635 5th Ave. (3) (Phone: 5-5540)
Albert J. Bottoff

Joe Scheff Photography
311 First Ave., South

GEORGIA

ATLANTA

Edgar Orr & Co.
85 Cain St., N. E.
Edgar Orr, Owner

Walton Reeves & Associates, Inc.
611 Boulevard, N. E. (8) (Phone: TR 2-1124)
Charlie Knapp, Manager

AUGUSTA

Morgan Fitz Photographers
305 Herald Bldg. (Phone: 4-7759)
Morgan Fitz, Owner

H and H Photo Service Co.
1554 Piedmont Ave., N. E. (Phone: TR 4-9081)
Hugh B. Bagley

ILLINOIS

CHICAGO

Oscar & Associates, Inc.
63 E. Adams St. (3) (Phone: WAbash 2-0056)
Jerry A. Smolka, President

PICS Photographers
187 N. LaSalle St. (1) (Phone: DEarborn 2-1062)
Wayne A. Thiem, Vice-President

MASSACHUSETTS

BOSTON

Atlantic Photo Service
665 Boylston St.
Mike Horwitz

Fay Foto Service, Inc.
45 W. Canton St. (Phone: COpley 7-2000)
Harry Selig, Manager

School Street Camera Corp.
289 Washington St.
Daniel A. Covity

MICHIGAN

DETROIT

Spencer Photographers
1200 United Artist Bldg. (26)
K. S. Spencer, Owner

MINNESOTA

MINNEAPOLIS

Hasco Photographic Studio
1109 S. 2nd St. (15) (Phone: FEderal 8-4008)
Henry A. Slnacek, Sr., Manager

ST. PAUL

Schawang Studio
961 Rice St. (17) (Phone: HU 9-7333)
Peter E. Schawang, Jr., Partner

MISSISSIPPI

JACKSON

Hiatt-Ford Photographers
319 E. Pearl St. (Phone: FL 2-8018)

MISSOURI

ST. LOUIS

Dorrill Photographers
922 Pine St. (1) (Phone: CE 1-0606)
Irv Schankman, Manager

Eugene Taylor Convention Photographer
1134 Locust St. (1) (Phone: Chestnut 1-5466)
Eugene Taylor, Owner

NEW JERSEY

ATLANTIC CITY

Central Studios Convention Photographers
625 Atlantic Ave. (Phone: 4-1216)
Morris Newstat, Owner

Fred Hess & Son
146 S. Virginia Ave. (Phone: 4-6114)

NEW YORK

NEW YORK

Convention Photos
58 E. 34th St. (16) (Phone: MU 5-7326)
George Jervas & O. Winston Link

Arthur David Studios
541 W. 207 St.
David Gotthelf, Salesman

Standard Flashlight Co., Inc.
1595 Broadway
Frank Simon, President

Universal Photo Service
22 W. 30th St. (Phone: OR 7-7972)
Jack Lichtman, Manager

SYRACUSE

Dan Owen & Co.
224 Cedar St.
Dan Owen, President

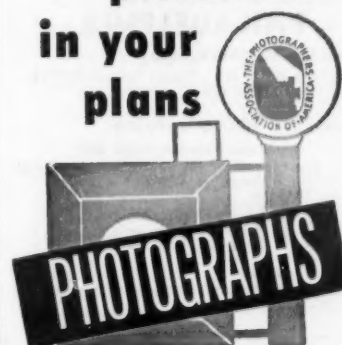
NORTH CAROLINA

ASHEVILLE

Ewart M. Ball Photographic Service
P. O. Box 111
Ewart M. Ball, Manager

Putnam Photography
63 Elkmont Drive (Phone: Alpine 2-4010)
Richard P. Putnam, Owner

picture us
in your
plans



PHILADELPHIA'S CONVENTION PHOTOGRAPHERS

*Specializing in all phases of
convention and Commercial photography*

LO3-2028

SPS Philadelphia's official hotel photographers since 1918
STANDARD PHOTO SERVICE
2031 CHESTNUT ST. • PHILA. 3

PHOTOGRAPHERS

continued

OHIO

AKRON

National Convention Photo Service
1528 East Ave. (14) (Phone: PL 3-8917)
Sid Mendelson, Manager

CINCINNATI

Marsh Photographers, Inc.
12 E. Ninth St. (2) (Phone: GARfield 1-1234)
John Dixon, Manager

Osborne Photographers
585 Elm St. (2) (Phone: MA 1-3948)
L. S. Osborne, Convention Manager

CLEVELAND

Miller-Erfter Studios
2401 Detroit Ave. (Phone: MAin 1-3279)
Art Miller, Owner

COLUMBUS

Firestone Photographs
168 N. 3rd St. (13) (Phone: CApital 6-6883)
Daniel Firestone, Owner

PENNSYLVANIA

PHILADELPHIA

Jules Schick, Photography
Architects Bldg. (3) (Phone: LOcast 3-2023)
Jules Schick, Partner

Standard Photo Service

See Advertisement, Page 265
2931 Chestnut St. (3) & Sheraton Hotel
(Phone: RIttenhouse 6-2035)
Sidney Robbins

PITTSBURGH

Vinard Studios
273 N. Craig St. (13) (Phone: MU 1-0314)
Lou Malkin, Owner

TENNESSEE

NASHVILLE

Grannis Studios
4803 Hillboro Rd. (Phone: CYpress 2-5380)
Bob Grannis, Owner

TEXAS

FT. WORTH

W. D. Smith Commercial Photographs
1307 W. El Paso St. (3) (Phone: EDison
5-5555)
W. D. Smith, Owner

SAN ANTONIO

Lande Studio
3133 N. McCullough Ave. (12) (Phone: TAYlor
4-2451)
Les Lande, Owner

VIRGINIA

RICHMOND

Colonial Studios
9 East Grace St.
Frank Dementi, Owner

WASHINGTON

SEATTLE

Kaminske Photography
5711 Phinney Ave. (3)
Harold Kaminske, Owner

SPOKANE

Commercial Photographers
E. 1720 Sprague Ave.
Dean H. Coon

Charles A. Libby & Son
S 218 Lincoln St. (Phone: MA 4-5535)
Charles A. Libby, Jr., Manager

Richter-Brown, Inc.
319 Sprague Ave. (4)
Walter W. Richter, President

WEST VIRGINIA

CHARLESTON

W. E. Bollinger & Sons
128 Delaware Ave. (12) (Phone: DI 2-6561)
Cramer G. Bollinger, Partner

CANADA

ONTARIO

OTTAWA

Dominion-wide Photographs
226 Sparks St.
W. H. Olson, Manager



Entertainment and Industrial Show Producers

CALIFORNIA

BERKELEY

Muir Theatrical Agency
Hotel Claremont (5) (Phone: THorn 5-6479)
Jimmy Muir, Manager
Services: Entertainment, music, models, re-
ceptionist

BEVERLY HILLS

General Artists Corp.
9450 Santa Monica Blvd. (Phone: CREstview
1-8101)
Henry Miller, Vice-President
(See listing under Chicago)
Music Corp. of America
9370 Santa Monica Blvd. (Phone: CREstview
4-7711)
(See listing under New York)

Television Communications, Inc.
407 Commercial Center St.
Dwight W. Whiting, Manager
(See listing under San Francisco)

HOLLYWOOD

The Jam Handy Organization
1402 Ridgewood Place (25) (Phone: HOLlywood
3-2321)
(See listing under Detroit)

Wilding Inc.

5981 Venice Blvd.
(See listing under Chicago)

POMONA

Otto Program Management
P. O. Box 406 (Phone: NATional 6-3090)
Albert S. Otto, Director
Services: Speakers, entertainers

SAN DIEGO

Crown Theatrical Agency
Hotel San Diego (1) (Phone: BElmont 3-0830)
Billy Carmen, Owner
Services: Music, entertainment

SAN FRANCISCO

Larry Allen Agency
470 Columbus Avenue (11) (Phone: EXbrook
2-8033)
Dinty Moore, Owner
Services: Music, entertainment

Haymond Booking Agency
450 Geary St. (2) (Phone: PR 5-4732)
Camille and ZaZa Haymond, Partners
Services: Music, entertainment

Music Corp. of America
195 Montgomery St. (Phone: EXbrook 2-8922)
(See listing under New York)

Television Communications, Inc.
NBC Bldg., 420 Taylor St. (2) (Phone: ORdway 8-2744)

Joseph B. Durra, Manager
Services: Create and produce closed circuit TV programs

COLORADO

DENVER

Jack Blue Agency
1441 Welton St. (2) (Phone: ALpine 5-0301)
Services: Music, entertainment, speakers

Oberfelder Concert Office
406 17th St. (Phone: TABor 5-6101)
Hazel M. Oberfelder, Owner
Services: Concerts, ballet

CONNECTICUT

HARTFORD

Landerman Orchestras
635 Main St. (Phone: CHapel 9-8619)
Paul Landerman, Partner
Services: Music, entertainment, speakers

DISTRICT OF COLUMBIA

WASHINGTON

Lee Maxfield Orchestras
2301 40th St., N.W. (7) (Phone: FE 7-1414)
Lee Maxfield, Owner
Services: Music, entertainment

Lowe-Nevens Orchestras, Inc.
2607 Connecticut Ave., N. W.
Maxim P. Lowe, President
Services: Orchestras, entertainment

Jack Morton Productions

See Advertisement, Page 267
1025 Connecticut Ave. (6) (Phone: NATIONAL 8-4273)
Jack Morton, Owner
Services: Entertainment, music, sales dramatizations

Sidney's Orchestras, Inc.
Mayflower Hotel (6) (Phone: EXecutive 3-2255)
Sidney Seidenman, Jr., Vice-President
Services: Music, entertainment

FLORIDA

MIAMI

Music Corp. of America
7630 Biscayne Blvd. (38)
(See listing under New York)

Jack Morton Productions
7301 N.E. 8th Ave. (Phone: PLaza 9-9012)
Don Robbins, Director
(See listing under Washington)

MIAMI BEACH

General Artists Corp.
975 Arthur Godfrey Rd. (Phone: JEFFerson 8-6292)
(See listing under Chicago)

GEORGIA

ATLANTA

Allied Artists Agency
2754 Stewart Ave., S.W. (Phone: POplar 6-1431)
Rosa Russell, Owner
Services: Music, entertainment

Arnold Agency
308 Henry Grady Bldg. (Phone: JACKson 3-2521)
Services: Music, entertainment

Dave Brumitt Agency
3030 Peachtree Rd., N. W.
Dave Brumitt, Convention Director
Services: Orchestras, floorshows, speakers

ILLINOIS

CHICAGO

Alan M. Fishburn Productions
See Advertisement, Page 267

333 N. Michigan Ave. (1) (Phone: DEarborn 2-0657)
A. M. Fishburn, President
Services: Industrial show production

General Artists Corp.

8 S. Michigan Ave. (3) (Phone: STATE 2-6288)
P. A. Lombard, Vice-President
Services: Music, entertainment, industrial show productions, closed circuit TV productions

The Jam Handy Organization

230 N. Michigan Ave. (1) (Phone: STATE 2-0757)
(See listing under Detroit)

Kielty, Dechert & Hampe

36 S. Wabash Ave.
Jack Kielty, Pres.
Services: Sales meeting productions

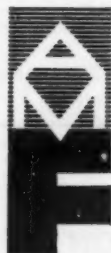
WHY WASTE A CONVENTION?

Why devote time, money and energy to planning a convention or sales meeting which falls short of the mark? Why burden your own staff with a job which should be entrusted only to experts? When about to start plans for your next convention or sales meeting, call in specialists for the job. JMP specializes in creating and producing tasteful convention entertainment programs and dramatic sales meeting presentations for business and industry. Have a JMP representative analyze your needs and start the skilled JMP production team to work handling every facet of your program. No matter where or when you wish to present your program, there is a JMP office waiting for your call.

JACK MORTON

Productions

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD
MIAMI • DALLAS • WASHINGTON • DENVER



*ALAN M. FISHBURN Productions

333 NORTH MICHIGAN AVENUE

DEarborn 2-0657

CHICAGO 1, ILLINOIS

Complete Production Services • Dramatizations • Visualizations •
Sales Meetings • Convention Business Programs • Radio, TV & Film

**Producers of Business and Convention Programs for*

Super Market Institute • Associated Equipment Distributors • National Restaurant Association • The 7-Up Company
The Formfit Company • Libby, McNeill & Libby • Norge Sales Corporation • and many other distinguished clients

ENTERTAINMENT AGENCIES INDUSTRY SHOW PRODUCERS

continued

Phil Levant Music & Entertainment

333 S. Michigan Ave. (4) (Phone: HArrison 7-7157)
Phil Levant, Owner
Services: Music, entertainment

Jack Morton Productions

333 N. Michigan Ave. (Phone: FRanklin 2-5520)

Don Walker, Director
(See listing under Washington)

Music Corp. of America

430 N. Michigan Ave.
(See listing under New York)

Noble-Bergner Agency

140 N. Dearborn St.
(See listing under Cleveland)

Sidney J. Page

263 N. Wabash Ave. (1) (Phone: STate 2-7344)
Sidney J. Page, Owner
Services: Music, entertainment, show production

Lee Parker Productions

333 N. Michigan Ave. (Phone: ANdover 3-2956)

Lee Parker, Producer
Services: Producer of industrial shows

Eddie Sligh Agency

720 N. Wabash Ave. (11) (Phone: WHitehall 4-1049)
Eddie Sligh, Owner
Services: Music, entertainment

Wilding Inc.

See Advertisement, Page 268
1345 Argyle St. (Phone: LONg Beach 1-8410)
H. Williams Hanmer, President
Jack Rheinstrom, Vice-President, Sales
Services: Industrial show production

The Selling Man

The selling man is a professional. He is well-versed in his own products and those of his competition. He is keenly sensitive to the accelerating demands upon him for more sales. He is an *order maker* not an *order taker*. Wasting his time is his worst enemy. Remember this when you bring him in for a sales meeting. He deserves the very best you can give him.

The Sales Meeting

The next time you plan to assemble your selling men give us an opportunity to show you how we can be of help. We are specialists in planning and executing sales meetings of all kinds and sizes, — meetings that will prepare your selling men to do an even better job in today's highly competitive markets. For counsel or for service just write or call us collect.

WILDING
INC.

Communications For Business



1345 ARGYLE ST.
CHICAGO 40, ILL.

INDIANA

CONNERSVILLE

Hugh Maxwell Walters
400 West 27th St. (Phone: 104)
Services: Humorous speakers

INDIANAPOLIS

Burnett Theatrical Studios
233 Essex House (4) (Phone: ME 5-5519)
Barney Burnett, Owner
Services: Music, entertainment, models

IOWA

DES MOINES

Grossman Entertainment Service
Kao Way & 11th St. (14) (Phone: 3-5050)
John F. Planalp, Partner
Services: Music, entertainment

KENTUCKY

LOUISVILLE

Chester Lorch Agency
2343 Lansdowne Ave. (17) (Phone: MEIrose 6-3101)
Services: Music, entertainment

LOUISIANA

NEW ORLEANS

Marion Hardy Enterprises
1236 National Bank of Commerce Bldg. (12)
(Phone: JACKson 2-5656)
Marion Hardy, President
Services: Music, entertainment, ladies' programs, speakers

MASSACHUSETTS

BOSTON

G. A. C. Convention Contracting Corp.
Suite 554 Little Bldg.
80 Boylston St. (16) (Phone: HANcock 6-6173)
Services: Music, entertainment, industrial show production, closed circuit telecasts, sales meetings

MICHIGAN

DETROIT

Finzel Orchestras

3730 Commonwealth Ave. (8) (Phone: TEmple 1-8207)
William Finzel, Manager
Services: Music, entertainment

Gail and Rice, Inc.

700 Penobscot Bldg.
Al Rice, Executive Vice President
Services: Music, entertainment

Jack Morton Productions

915 Book Bldg.
Chris Wilson, Director
(See listing under Washington)

The Jam Handy Organization

See Advertisement, Cover 4

2821 E. Grand Blvd. (11) (Phone: TRinity 5-2450)
Services: Industrial show production

Regan Film Productions

19730 Ralston (TULsa 3-4334)
Lawrence M. Regan, President
Services: Industrial show production

Wilding, Inc.

13535 Livernois St.
(See listing under Chicago for Wilding Picture Productions, Inc.)

Wilding Inc.

4925 Cadieux Rd.
(See listing under Chicago)

MINNESOTA

MINNEAPOLIS

Hal Garven Productions

1325 Natchez Ave., So.
Services: Orchestras, entertainment, package shows

Music Corp. of America

Northwestern Bank Bldg. (Phone: LINcoln 7863)
(See listing under New York)

Al Sheehan, Inc.

625 Second Ave., S. (2) (Phone: FEderal 3-6464)
Al Sheehan, President
Services: Music, entertainment

Glyde Snyder Productions

2319 Aldrich Ave., So.
Glyde Snyder
Services: Theatrical booking

MISSOURI

KANSAS CITY

Coleman-McLaughlin Artists' Bureau

Penthouse, 1002 Walnut St. (6) (Phone: VI 2-5196)
Services: Name acts, entertainers, floor shows, speakers

ST. LOUS

Heleen Harrell Theatrical

Booking Agency

3223 Hebert St.
Services: Floor shows, stage shows, fashion shows, name acts

Tom Reardon, Inc.

818 Olive St. (1)
Tom Reardon, President
Services: Music, entertainment, producers of convention shows

NEBRASKA

OMAHA

Romeo-Hammond Productions, Inc.

777 Insurance Bldg. (2)
Services: Music, entertainment

NEVADA

LAS VEGAS

Music Corp. of America

2419 S. 5th St.
(See listing under New York)

NEW JERSEY

EAST BRUNSWICK

L. C. Associates

15 Galf Rd.
Dr. Robert Cantor, President
Services: Convention planning consultant, sales meeting planning, audio-visual aids development, trade show display and point-of-sale development, sales training program development

MAPLEWOOD

Clifton Entertainment Bureau

Phone: South Orange 2-6635
Richard C. Lyons, Manager
Services: Music, entertainment, speakers

NEW YORK

ALBANY

Jimmy Daley Attractions

11 N. Pearl St. (7)
Budd Torrini, President
Services: Music, entertainment

NEW YORK

Alan Barrie Productions

1776 Broadway (19)
Alan Barrie, President
Services: Music, entertainment, show production

Joan Brandon

450 W. 24th St. (11) (Phone: CHelsea 2-8387 & JUdson 2-2670)
J. Brandon, Manager
Services: Hypnotism demonstrations

Ray Bloch Associates, Inc.

485 Madison Ave. (22) (Phone: ELaborado 5-4364)
Services: Music, entertainment, show production

Convention and Club Services

1650 Broadway (19)
Jack Segal
Services: Music, entertainment

Dramaturgy, Inc.

415 E. 52nd St. (22) (Phone: MU 8-2880)
(See listing under Cleveland)

General Artists Corp.

640 Fifth Avenue (Phone: Circle 7-7550)
Lawrence W. Kanaga, President
(See listing under Chicago)

The Jam Handy Organization

1775 Broadway (19) (Phone: JUdson 2-4060)
(See listing under Detroit)

Howard Lanin Management, Inc.

119 W. 57th St. (19) (Phone: JUdson 6-8046)
Myron A. Lanin, Vice-president
Services: Complete music, entertainment and production service

Mercury Artists Corp.

730 Fifth Ave. (19) (Phone: JUdson 6-6500)
Services: Music, entertainment

Jack Morton Productions

635 Madison Ave. (Phone: PLaza 9-6151)
Nina Little, Director
(See listing under Washington)

Ira Mosher Associates Theatre for Industry

10 Rockefeller Plaza (20) (Phone: Circle 7-5888)
Services: Industrial show production

Music Corp. of America

598 Madison Ave. (22) (Phone: PLaza 9-7500)
Services: Music, entertainment, show production

National Theatrical Productions Corp.

1650 Broadway (19) (Phone: JUdson 6-3550)
Louis Ricardo, President
Services: Music, entertainment

Special Events, Inc.

261 W. 70th St. (23) (Phone: GRamercy 5-3853)
Herbert V. Gellendro, Pres.
Services: Industry show productions, sales meetings

TelePrompter Corp.

311 W. 43rd St. (36) (Phone: JUdson 2-3800)
Irving Kahn, President
Services: Create and produce closed circuit TV programs, complete creative service and technical facilities for all types of conventions

Unusual Ideas, Inc.

853 Seventh Ave. (19) (Phone: Circle 5-0687)
Frank Lynn - Glenn Wiggins
Services: Parties, industrial show production

Wilding Inc.

405 Park Ave.
(See listing under Chicago)

ROCHESTER

Consolidated Vaudeville Exchange

130 Clinton Ave., South
Arthur Argyries, General Manager
Services: music, variety vaudeville shows

SYRACUSE

Famous Artists Series

Clark Music Bldg. (3)
Murray Bernthal, Director
Services: Music, entertainment

OHIO

ENTERTAINMENT AGENCIES INDUSTRY SHOW PRODUCERS continued

CINCINNATI

Ruth Best Entertainment
1807 Union Central Bldg. (2) (Phone: CHerry 1-3833)
Ruth Best, Owner
Services: Music, entertainment, speakers

General Artists Corp.
Carew Tower Bldg. (Phone: MAin 1-1197)
Frank Hanshaw, Manager
(See listing under Chicago)

Wilding Inc.
Enquirer Bldg. (2)
(See listing under Chicago)

CLEVELAND

Dramaturgy, Inc.
2397 Chester Ave. (14) (Phone: PRospect 1-4030)
Services: Industrial show production, script writing, speaker training, sales meetings, product demonstrations, custom displays

Noble-Bergner Agency
883 Fidelity Bldg. (4) (Phone: TOwer 1-1722)
Clinton Noble, Manager
Services: Music, entertainment

Music Corp. of America
Union Commerce Bldg. (Phone: CHerry 1-6010)
(See listing under New York)

Wilding Inc.
1010 Euclid Ave. (15)
(See listing under Chicago)

COLUMBUS

Dorothy Boyles Attractions
P. O. Box 5852
Services: Entertainment, music

John M. Moore Agency
16 E. Broad St. (15)
John M. Moore, Owner
Services: Music, entertainment, show production, speakers

DAYTON

The Jam Handy Organization
Phone: ENterprise 6289
(See listing under Detroit)

Taylor Orchestras & Entertainment
264 Cheltenham Drive (59) (Phone: AXminister 8-5242)
Karl Taylor, Owner
Services: Music, entertainment, show production, models

TOLEDO

Paul Spor & Son
Illinois Bldg. (4)
Paul Spor, Owner
Services: Music, entertainment

OREGON

PORTLAND

Monte Brooks Productions
355 Morgan Bldg. (5) (Phone: CA 3-3334)
Monte Brooks, Owner
Services: Music, entertainment, fireworks

Learman Productions
1917 SW 1st Ave. (1) (Phone: CApitol 2-1371)
Al Learman, Owner
Services: Music, entertainment, show production

PENNSYLVANIA

PHILADELPHIA

The Charles Agency
505 Fox Bldg. (3) (Phone: LOcust 4-0467)
Joel Charles, Producer
Services: Orchestras, trade show productions, entertainment, models, speakers

Charles Gresh Agency
1161 Suburban Station Bldg. (3)
Charles Gresh
Services: Entertainment, music

William Honney Agency
1411 Walnut St. (2) (Phone: LOcust 4-1948)
William Honney, Owner
Services: Productions, TV talent, orchestras

Howard Lanin Management, Inc.
1011 Suburban Station Bldg. (3) (Phone: LOcust 4-0738)
Howard Lanin, Pres.
(See listing under New York)

Suez & Rothbard Theatrical Agency
250 S. Broad St. (2) (Phone: KIngsley 5-1665)
Bernie Rothbard, Partner
Services: Entertainment, floor shows, orchestras, one man shows

Television Production Engineering Corp.
Suburban Station Bldg. (Phone: LOcust 3-6179)
John H. Shain, Vice-President
Production: Closed-circuit television programs, all types of productions
Equipment Rental: Closed-circuit TV system

PITTSBURGH

Fisher Entertainment Services
600 Grant Ave. (19)
Joseph J. Fisher, Owner
Services: Music, entertainment, show production

The Jam Handy Organization
(Phone: ZEith 0143)
(See listing under Detroit)

Wilding Inc.
3 Gateway Center
(See listing under Chicago)

RHODE ISLAND

PROVIDENCE

Ralph Stuart Music, Inc.
119 Waterman St. (Phone: ELmhurst 1-0510)

TENNESSEE

MEMPHIS

Eddie Sligh Agency
137 Gayoso Hotel
(See listing under Chicago)

NASHVILLE

Eva Thompson Jones Studios
123 5th Ave., N. (Phone: CY 8-1941 and AL 4-6587)
Services: Music, entertainment, models

TEXAS

AUSTIN

Austin Civic Theatre
Box 438 (Phone: GR 6-0541)
Joe Bill Hogan, Managing Director
Services: Variety shows, entertainment, old-fashioned melodramas

DALLAS

Joan Frank Productions
Statler Hilton Hotel (Phone: RiVerside 1-6860)
Dick Leonard, Manager
Services: Music, entertainment models

General Artists Corp.
1511 Bryan St. (Phone: RiVerside 1-3665)
Phil Brown, Manager
(See listing under Chicago)

Jack Merton Productions
Adolphus Tower (Phone: RiVerside 8-1182)
M. D. Sullivan, Director
(See listing under Washington)

Music Corp. of America
2101 N. Akard St. (Phone: PRospect 7536)
(See listing under New York)

SAN ANTONIO

Wallis E. Brennan Theatrical Agency
1343 Fulton Ave. (1) (Phone: PE 5-1711)
Services: Music, entertainment, floor shows, stage shows

UTAH

SALT LAKE CITY

Afton Pitt
848 So. 23rd St., E. (5) (Phone: EMpire 3-8429)
Mim Afton Pitt, President
Services: Music, entertainment, special choreography, show production

VIRGINIA

RICHMOND

Tom Pumphrey Agency
516 Mutual Bldg. (19) (Phone: MIlton 8-4897)
Tom Pumphrey, Owner
Services: Orchestras, entertainment

Gordon E. Smith
7 N. Addison St.
Gordon E. Smith
Services: Music, entertainment

WASHINGTON

SEATTLE

Eastern Circuit Vaudeville

484 Orpheum Theatre Bldg. (1) (Phone: MAIn 3-7125, 7135)
Joe Daniels, Booking Manager
Services: Music, entertainment

Jerry Ross Agency

605 Palomar Bldg. (1) (Phone: MAIn 4-3141)
Jerry Ross, Owner
Services: Music, entertainment

Television Communications, Inc.

1609 Tower Bldg. (1)
John Heverly, Manager
(See listing under San Francisco)

SPOKANE

Dave Sobol Amusement Agency

402 American Legion Bldg.
Dave Sobol
Services: Entertainment

WEST VIRGINIA

CHARLESTON

Capitol Entertainment Agency

601 Pennsylvania Ave.
Mason L. Wolfe, Jr., President
Services: Music, entertainment, speakers

CANADA

ONTARIO

EASTVIEW

Artists Booking Agency

292 Blake Blvd. (Phone: SHerwood 6-4238)
Services: Variety acts for banquets, entertainment

TORONTO

TelePrompTer of Canada, Limited

447 Jarvis St. (5) (Phone: WA 2-2105)
S. W. Caldwell, President
Services: TelePrompTer, TeleMation, staging, nation-wide closed-circuit television

WINDSOR

Matti Halli

1252 Victoria Ave. (Phone: CL 4-9574)
Services: Music, entertainment

QUEBEC

MONTREAL

M. M. Gutwillig

125 Drummond Bldg., 1117 St. Catherine W.
(Phone Victor 2-5501)
M. M. Gutwillig, President
Services: Create and produce industrial shows, sales conferences, dealer meetings

Audio-Visual Suppliers and Film Producers

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm are projector, 4—16mm continuous or repetitive projector equipment, 5—35mm film-strip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slide-film equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

CALIFORNIA

HOLLYWOOD

Atlas Film Corp.

603 Guaranty Bldg.
(See listing under Oak Park, Ill.)

Dynamic Films

8255 Sunset Blvd.
George Zucker, Manager
(See listing under New York)

The Jam Handy Organization

1402 Ridgewood Place
(See listing under Detroit)

Kling-California, Inc.

1416 N. LaBrea Ave.
(See listing under Chicago)

Frederick K. Rockett Company

6063 Sunset Blvd. (28) (Phone: HO 4-3183)
F. Stanton Webb, Vice President
Production: 16mm and 35mm motion pictures, 35mm filmstrips, tape and film recording
Film Rental: Loaned free
Equipment Sales: Yes
Equipment Rental: 1, 4, 5, 6, 10, 13, 15



for PRESENTATIONS

OPTIVOX

LIGHTWEIGHT PORTABLE EASEL

Here's the adaptable easel—29" x 39½" steel board, finished in "rite-on" green—may be used as chalk board, chart board or magnet board; converts from 70" floor use to table model. Completely portable—weighs 17 lbs. Only \$44.95

Carrying case and lamp fixture extra.

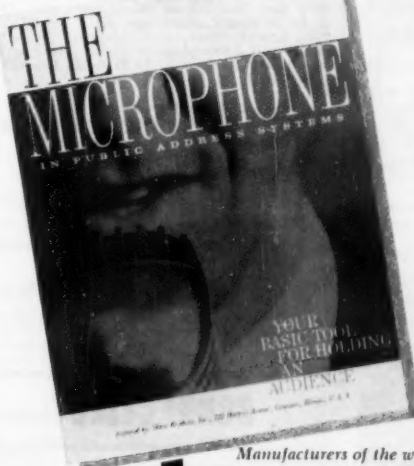


PIXMOBILE PROJECTION TABLE

There's space for all your materials on this easy-to-roll table with sponge rubber pad on top shelf. Has 4" swivel wheels (two with brakes) that hold on incline. Several models and heights, 42" table only \$32.95.

Write for Literature and Dealer's Name.
Some Dealer Territories Still Open. Write...

THE ADVANCE FURNACE CO.
2310 EAST DOUGLAS WICHITA, KANSAS



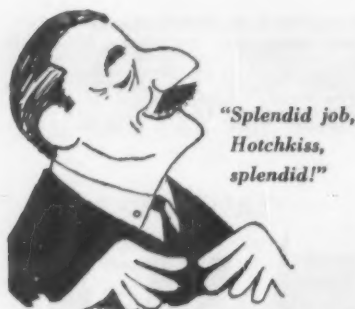
this FREE BOOKLET

will help you improve
your microphone
technique in time for
your next sales meeting

An executive's basic guide to mastering the microphone. Tells how to best get your message across. Also, an invaluable, easily-understood guide to selecting the correct microphone for improving your public address system.

Write on letterhead:
SHURE BROTHERS, INC.
222 Hartrey Avenue
Evanston, Illinois

Manufacturers of the world-famous Unidyne Microphone
...the most requested microphone among professional speakers



HOW TO GET CONGRATULATIONS on your VISUAL PRESENTATIONS!

Watch your personal stock shoot skywards when you entrust the complexities of your company's visual presentations to **NATIONAL STUDIOS**! We can tell and sell your product story more dynamically, more efficiently, more economically because we're geared for precisely this service: it's our bread-and-butter business, not a sideline!

Let NATIONAL

- Prepare your Lecture Slides
- Prepare your Advertising Slides
- Prepare your Film Strips
- Prepare your Vugraphs
- Supply your Projectors

Send for Free Brochure
For Quality Workmanship...
For Unequaled Service... Since 1912



NATIONAL STUDIOS
44 W. 48 St. • N. Y. 36 • JU 2-1926



Super-Power Projection Adds New Wallop to Presentations!

SHARP, BRILLIANT COLOR, REAR-PROJECTION

Spectacular slide presentations use higher wattage — up to 10,000 watts — to produce intensely brilliant image: Keeps audience alert, sharp, receptive, enthusiastic!

Full service includes art, photography, equipment rental, slides, screens, operators, rehearsal — the whole package or any part!

Projectors are magazine fed, push-button operated. Screens 3 to 30 feet wide. Custom-made equipment for impossible jobs!

Motion picture, animation or semi-animation available. For complete service write or phone:

MOST POWERFUL PROJECTION ANYWHERE

Spectaculart
INCORPORATED

358 West 44th Street
New York 36, N. Y.
JU 2-1984



AUDIO VISUAL SUPPLIERS FILM PRODUCERS

continued

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm are projector, 4—16mm continuous or repetitive projector equipment, 5—35mm film-strip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slidefilm equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

LOS ANGELES

Coast Visual Education Co.

5620 Hollywood Blvd. (17)
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

Color Corporation of America

5525 Wilshire Blvd. (36) (Phone: Webster
1-4711)
John Clemmer
(See listing under New York City)

Wilding Inc.

5981 Venice Blvd.
Bob Rosencrans, Manager
(See listing under Chicago)

SAN FRANCISCO

Harry McCune Sound Service, Inc.

960 Folsom St. (7)
Production, Tape, disc recording and duplication
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

Photo & Sound Co.

116 Natoma St. (5) (Phone: GARfield 1-0410)
Joseph M. O'Hara, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

COLORADO

DENVER

Akin & Bagshaw

2027 East Colfax Ave. (6) (Phone: FR 7-1737)
S. C. Hitchcock, Manager
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

Audio Visual Center

25 East 9th Ave. (3) (Phone: AComa 2-5813)
R. Kenneth Cromar
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10,
11, 12, 13, 14, 15

Davis Audio-Visual Co.

2023 E. Colfax Ave. (Phone: FL 5-3864 &
FR 7-5441)
Arlene E. Davis
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 12, 13, 14, 15

CONNECTICUT

HARTFORD

Harrison Harries

110 High St. (Phone: CHapel 9-5648)
Harrison Harries, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 12, 13, 14, 15

SANDY HOOK

Relab Studios & Laboratories

Phone: Garden 6-2466
Henry Roger, Owner
Production: 16mm & 35mm sound motion picture,
25 filmstrip slides, tape recording, disc
recording
Equipment Sales: Yes
Equipment Rental: 1, 5, 6, 9, 10, 12, 13

DISTRICT OF COLUMBIA

WASHINGTON

Atlas Film Corp.

714 Warner Building (4)
(See listing under Oak Park, Ill.)

Paul L. Brand & Son

2153 K St., N.W. (Phone: FEderal 7-1800)
Paul L. Brand, II, Manager
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 5, 6, 7, 8, 9, 10, 12,
13, 15

Cellomatic Corp.

1410 Turkey Run Rd., McLean, Va. (Phone:
ELanwood 6-4533)

Wilson Gill, Inc.

No. 1 Thomas Circle, N.W. (5) (Phone:
STerling 3-1217)
Wilson Gill, Owner
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

FLORIDA

JACKSONVILLE

Burghim

1611 San Marco Blvd. (Phone: EX 8-8504)
Frank Burgisser, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

MIAMI

Ideal Pictures

55 N.E. 13th St. (32) (Phone: FRanklin 4-9173)
Jack Spire, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

Larkin Webb & Associates

345 S. W. 27th Rd. (36)
Production: Tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10,
11, 12, 13, 14, 15

ORLANDO

Bowstead's Camera Shop

1039 N. Orange Ave. (Phone: GArden 2-1515)
Chas. H. Evans, Jr., Owner
Equipment Sales: Yes
Equipment Rental: 1, 2, 5, 6, 7, 8, 9, 10, 11,
13, 15

ST. PETERSBURG

Oravital Company, Inc.
Box 11150

George Phipps, Sales Manager
Equipment Sales: Easels, flannel boards,
lecterns, magnetic chalkboards, bulletin
boards, paper pads

TAMPA

Color Corporation of America

610 S. Armenia Ave. (Phone: Redwood 7-5353)
Paul Soteropolos
(See listing under New York City)

GEORGIA

ATLANTA

Charles D. Beeland Co.

79 4th St. N.W. (8) (Phone: TRinity 5-9088)
Charles D. Beeland, Owner
Production: 16mm, 35mm motion pictures,
35mm filmstrip, slides, stage shows, promo-
tion materials and training manuals
Equipment Sales: Yes

Colonial Film & Equipment Co.

71 Walton St., N.W. (3) (Phone: Jackson
5-5875)

T. E. Haynes, Manager

Production: 35mm filmstrip, slides, tape re-
cording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

Ideal Pictures Co.

52 Auburn Ave., N.E. (3) (Phone: Jackson
3-7643)

George E. Dean, Manager

Film Rental: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

ILLINOIS

CHICAGO

Ahas Film Corp.

185 N. Wabash
(See listing under Oak Park, Ill.)

Cellomatic Corp.

615 N. Wabash St. (Phone: Superior 7-2755)
(See listing under New York)

Dallas Jones Productions Inc.

1735 N. Wells St. (Phone: MOhawk 4-5525)
James E. Holmes, Sales Mgr.
Production: Research and creative writing for
conventions, motion pictures, slidefilms,
slides, wide screen, charts, manuals, quizzes,
etc.

Alan M. Fishburn Productions

See Advertisement, Page 267

333 N. Michigan Ave. (1) (Phone: DEarborn
2-0657)

A. M. Fishburn, President

Production: 16mm sound motion pictures,
35mm filmstrip, tape recording, disc recording

Henning & Cheadle, Inc.

1140 S. Michigan Ave. (5)
Fran Harrold
(See listing under Detroit)

Ideal Pictures, Inc.

58 E. South Water St. (1)
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

The Jam Handy Organization

230 N. Michigan Ave. (1) (Phone: State
2-6767)
(See listing under Detroit)

Kling Film Productions

1058 W. Washington Blvd. (7) (Phone: SEeley
8-4181)

Harry W. Lange, Exec. Vice-President
Production: 16mm and 35mm motion picture,
color & B & W, 35mm filmstrip, slides,
tape and disc recording, 90,000 sq. ft. of
sound proof stages

Midwest Visual Equipment Co.

58 E. South Water St. (Phone: AN 3-3855)
Production: 16mm sound motion picture, slides
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

Fred Niles Productions, Inc.

1058 W. Washington Blvd. (Phone: SEeley
8-4181)

Ruth L. Ratny, Vice President

Production: 16mm sound motion picture, 35mm
filmstrip and motion pictures, slides, tape
recording, disc recording, animation, flip
charts, live shows

RCS Studios

123 N. Wacker Dr. (6) (Phone: State 2-5977)
Production: 35mm slides, photomurals, photo
blowups, translets, quantity prints, photo
cutouts giant 'stat prints, eraso prints

Wilding Inc.

1345 Argyle St. (4) (Phone: LOngbeach 1-8410)
H. Williams Hammer, President

Production: Create and produce motion pic-
tures, slidefilms, television commercials, in-
dustrial shows and other visual programs
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 10,
11, 13, 14, 15

EVANSTON

Pilot Productions, Inc.

1819-23 Ridge Ave. (Phone: AM 2-4141 &
DA 8-3700)

C. Robert Leely, President

Production: 16mm sound motion pictures,
35mm filmstrips (sound or silent), slides,
tape recording, commercial photography,
script writing and program planning services

OAK PARK

Ahas Film Corp.

1111 South Boulevard (Phone: AUrtin 7-5620)
L. F. Mominee, President
Production: 35mm and 16mm sound or silent
pictures, television commercials, 35mm slide
films and trailers, color or black and white
Equipment Sales: Yes

INDIANA

INDIANAPOLIS

Indiana Visual Aids Co., Inc.

726 N. Illinois St. (Phone: ME 4-7312)
Jean St. Germain, Manager
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

Marshall C. Harvey

3532 Evergreen Ave. (5) (Phone: WALnut
6-6817)
Marshall C. Harvey, Projectionist
Equipment Rental: 1, 2, 3, 4, 5, 6, 8, 9, 10,
11, 13, 14, 15

IOWA

DES MOINES

Iowa Sound Service

1210 Grand Ave. (9) (Phone: CH 3-3104)

FREE!

DIRECTORY

OF

SALES TRAINING

FILMS

Every sales executive should have a copy of this 16-page directory. You can depend on it to provide helpful suggestions when you plan sales meetings or training programs.



DARTNELL

WRITE FOR IT TODAY!

HEADQUARTERS FOR SALES TRAINING FILMS

4664 Ravenswood Chicago 40, Ill.



A CHAIR THAT FOLDS

for every
seating
need...

Luxurious, stylish, economical Rastetter chairs that fold are ideal for use in offices, clubs, churches, hotels, schools, hospitals, institutions... everywhere comfortable, durable chairs are needed. Available in 23 models with a variety of striking finishes and smart leatherettes. Fold flat and stack for compact storage. Write today for more data.



LOUIS RASTETTER & SONS CO.
1322 Wall Street • Fort Wayne, Indiana

AUDIO VISUAL SUPPLIERS FILM PRODUCERS

continued

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm arc projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slidefilm equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

Devir Gray, Owner
Production: Tape recording, wire recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

KANSAS

WICHITA

Frank Bangs Co.
233 Ida St. (7) (Phone: AMherst 2-7582)
Frank Bangs, Owner
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

KENTUCKY

LOUISVILLE

D. T. Davis Co.
1341 Bardstown Rd. (Phone: GL 1-8620)
Abbie M. Kirtley, Manager
Film Rental: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

LOUISIANA

NEW ORLEANS

Delta Visual Service, Inc.
815 Poydras St. (12) (Phone: JACKson 5-9061)
Francis J. Didier, President
Production: 16mm sound motion picture, 35mm filmstrip, slides, tape recording, disc recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Jasper Ewing & Sons, Inc.
725 Poydras St. (12) (Phone: JACKson 5-5287)
Jasper Ewing, Jr.
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Jasper Ewing & Sons, Inc.
725 Poydras St. (12) (Phone: JACKson 5-5287)
Jasper Ewing, Jr.
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

SHREVEPORT

Civic Soundfilm Service
1401 Market St. (Phone 4-7654)
(See Delta Visual Service, New Orleans)

MAINE

PORTLAND

D. K. Hammett, Inc.
629 Congress St. (Phone: SPRuce 2-3181)
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MARYLAND

BALTIMORE

Stark-Films
537 N. Howard St. (1) (Phone: LE 9-3391)
Production: 16mm and 35mm sound motion pictures
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MASSACHUSETTS

BOSTON

FitzGerald Motion Picture Service, Inc.
208 Newbury St. (16) (Phone: COpley 7-0209)
Robert E. FitzGerald, President
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

A. D. Handy Co.
44 Bromfield St. (8) (Phone: LI 2-3954)
Kenneth MacDonald, Manager
Production: 35mm filmstrips, slides
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Major Theatre Equipment Corp.
44 Winchester St. (Phone: LIBerty 2-0445)
H. David Fox, President
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

SPRINGFIELD

Movie Center
20 Andrew St. (9) (Phone: RE 7-3552)
Irving Clark, Manager
Production: Slides, tape recording, disc recording, 16mm silent motion pictures
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MICHIGAN

BLOOMFIELD HILLS

Atlas Film Corp.
32 Barbours Terraces
(See listing under Oak Park, Ill.)

DETROIT

Arlington Aluminum Co.
19005 W. Davison St. (23) (Phone: VERmont 7-1212)
Grant Follin, President
Equipment Sales: Presentation easels, flannelboards, chalkboards, bulletin boards, paper pads

Engleman Visual Education Service
4754 Woodward Ave. (1) (Phone: TEmples 1-5972)
Lewis M. Laab, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Henning & Cheadle, Inc.
1040 W. Fort St. (21) (Phone: WOODward 1-7688)
George R. Cheadle, Vice-President

Production: 16mm, 35mm, sound motion pictures, 35mm filmstrip, visual cost slides, tape recording disc
Film Rental: No
Equipment Sales: Yes
Equipment Rental: 1, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15

The Jam Handy Organization

See Advertisement, Cover 4

2821 East Grand Blvd. (11) (Phone: TRinity 5-2450)
George Finch, Vice-President
Production: 16mm sound motion picture, 35mm filmstrip, slides
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Regan Film Productions, Inc.
19736 Ralston St. (3) (Phone: TULsa 3-4334)
Lawrence M. Regan, President
Production: Sound slidefilms, motion pictures, live shows, graphics
Equipment Sales: Yes

Wilding Inc.

4925 Cadieux Rd.
Gordon Miller, Mng. Dir. of Creative Sales
(See listing under Chicago)

MINNESOTA

MINNEAPOLIS

Midwest Audio-Visual Company
10 W. 25th St. (4) (Phone: FEderal 5-8847)
Keith H. South
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

ST. PAUL

Motion Picture Projector Rental Service
187 East 7th St. (1) (Phone: CAPITol 2-4543)
Louis Goldman
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 9, 10, 13, 14, 15

Reid H. Ray Film Industries, Inc.
2249 Ford Parkway (14) (Phone: MIDway 9-1393)
Reid H. Ray, President
Production: 35mm & 16mm sound motion picture, filmstrip
Equipment Sales: Yes

MISSISSIPPI

JACKSON

Jasper Ewing & Sons, Inc.
227 E. Pearl St. (Phone: 2-3349)
Malcolm P. Ewing, President
Production: 16mm motion pictures, tape recording
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

MISSOURI

KANSAS CITY

All-Star Pictures
709 Westport Rd. (11) (Phone: JEFFerson 1-3248)
E. A. Field, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Hoover Bros., Inc.
1020 Oak St. (6) (Phone: VI 2-6720)

Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

ST. LOUIS

Swank's, Inc.

621 N. Skinker Bld. (30) (Phone: PArkview
6-5333)
Ray Swank, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

NEBRASKA

OMAHA

Modern Sound Pictures, Inc.

1410 Howard St. (Phone: ATlantic 8476)
Keith T. Smith, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

NEW JERSEY

ATLANTIC CITY

Boardwalk Film Enterprises

31 S. Stenton Place (Phone: 4-1962)
George S. Lubin, Partner
Production: Tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

NEWARK

Alexander Projection Service

51 Varsity Rd. (6) (Phone: Essex 2-4114)
W. J. Alexander
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

PRINCETON

Princeton Film Center, Inc.

P. O. Box 431 (Phone: WA 4-3550)
Production: 16 & 35mm sound motion pictures,
35mm filmstrip, slides
Film Rental: Yes

NEW YORK

BAYSIDE

International Recording Guild

218-14 36th Ave. (61) (Phone: FAculity 1-2661)
Joseph Lopez, President
Production: Tape recording, disc recording

BUFFALO

United Projector & Film Corp.

228 Franklin St. (2) (Phone: WA 8022)
F. C. Oenick, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

JAMAICA

Genarco Inc.

97-09 Sutphin Blvd. (Phone: OLympia 8-5850)

J. P. Latil, President
Production: 3,000 watt slide projector, electric
slide changer for 3 1/4" x 4" slides

NEW YORK

Cainatron

(Div. National Broadcasting Co.)
463 Fifth Ave. (22) (Phone: CI 7-5300)
Robert Schultz, sales supervisor
Production: Sound, motion-picture films made
through television facilities

Cellocmatic Corp.

756 Seventh Ave. Phone: PLaza 7-7805
Milton Rogin
Production: Slides & transparencies for Cellocmatic projectors

Chartmakers, Inc.

480 Lexington Ave. (17) (Phone: YUkon
6-5900)

Mrs. Harriet Edmunds, President
Production: Complete visual services

Color Corporation of America

See Advertisement, Page 275

43 West 61st St. (23) (Phone: JU 2-4855)
Jack Meyers, Vice-President
Production: 35mm filmstrip, slides

Crawford, Immig and Landis, Inc.

200 Fourth Ave. (3) Phone: ORegon 4-7662
R. J. Landis
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

Depicto Films Corporation

254 W. 54th St. (19) Phone: COlumbus 5-7620
Production: 16mm sound motion pictures,
35mm filmstrips, slides, tape recording, disc
recording



Created and produced by Bertell, Inc., N. Y.
for American Telephone and Telegraph Co.

for an outstanding exhibit...

COLOR PRINTS and TRANSPARENCIES by



Color prints and color transparencies effectively get across ideas of all sorts. Here, scenes in color showed that a telephone call is an emotional experience. That's because CCA Display Transparencies are next best to real life itself.

Roy Bertell, using clean uncluttered design, proves the feasibility of bringing outdoor situations to a large indoor audience for AT&T's Annual Stockholders' Meeting.

For more information and the expert assistance of a CCA Sales Engineer, consult your exhibit producer and designer. Or, contact us direct.

COLOR CORPORATION OF AMERICA

The Complete Quality Color Service to the Trade

DEPARTMENT 5

43 WEST 61ST STREET, NEW YORK 23, N. Y. • JUdson 2-4355
610 SOUTH ARMENIA AVE., TAMPA 9, FLORIDA • REDWOOD 7-5353
5525 WILSHIRE BLVD., LOS ANGELES 36, CALIF. • WEBSTER 1-4711

AUDIO VISUAL SUPPLIERS FILM PRODUCERS

continued

Key to Coding: 1—16mm optical sound projector, 2—16mm magnetic sound projector, 3—16mm are projector, 4—16mm continuous or repetitive projector equipment, 5—35mm filmstrip projector (silent), 6—slide projector, 7—slide continuous projector, 8—overhead projector, 9—opaque projector, 10—sound slide-film equipment, 11—stereo projector, 12—record and transcription playback equipment, 13—tape recorder, 14—public address system, 15—projection screen

Dynamic Films, Inc.

405 Park Ave. (2) (Phone: PLaza 1-7447)
Nathan Zucker, President
Production: 16mm and 35mm motion pictures, slide films, art work, sound on tape or disc
Film Rental: Yes

Institute of Visual Communication, Inc.

40 E. 49th St. (17) (Phone: Eldorado 5-1443)
William J. Ganz, President
Production: Create and produce 16mm, 35mm sound motion pictures, 35mm filmstrips, slides, stage shows, graphics, supplementary promotion material, training manuals, speeches
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

The Jam Handy Organization

1775 Broadway (19) (Phone: JUdeon 2-4060)
(See listing under Detroit)

King Cole Projection Service, Inc.

67 Lexington Ave. (10) (Phone: LE 2-6780)
Edward W. Diller, President
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Lux-Brill Productions, Inc.

321 E. 44th St. (17) (Phone: ORegon 9-6320)
Richard S. Dubelman
Production: 35mm sound motion pictures, 35mm filmstrips, slides, tape recording

Motion Picture Showing Service

130 E. 94th St. (38) (Phone: AT 9-6148)
Alfred Ruben, Owner
Production: 16mm sound motion pictures, 35mm filmstrip, slides, tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

TEL-A-STORY SOLVES YOUR SALES PROBLEMS AT:

- Point of Purchase
- Conventions
- Sales Meetings



GIVES
YOUR PRODUCT
A COLORFUL
MOVING MESSAGE
THAT SELLS

The Tel-A-Story Automatic Projector will sell your product using twelve 35mm or 2" x 2" square transparencies on a 156, 330 or 600 sq. in. picture screen. Copy changes automatically every six seconds. Economical to own and use. Ideal for any type product or service.

Write Dept. SM
for illustrated brochure and prices

TEL-A-STORY, INC.

521 Main Street, Davenport, Iowa

National Studios

See Advertisement, Page 272
44 W. 48th St. (36) (Phone: JU 2-1926)
Production: Slides, filmstrips, vugraphs
Equipment Sales: Yes

Princeton Film Center, Inc.

270 Park Ave. (17)
(See listing under Princeton, N. J.)

Training Films, Inc.

150 W. 54th St. (19) (Phone: CO 5-3520)
R. A. Lighburn, President
Production: 16mm sound motion pictures, 35mm filmstrips, slides, tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Transfilm-Caravel

35 West 45th St. (36) (Phone: JU 2-1400)
William Miesegans, President
Production: Create and produce motion pictures, slide films, television commercials, industrial shows and other visual programs
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Unifilms, Inc.

6 East 46th St. (17) (Phone: YUkon 6-5720)
Production: 16mm sound motion pictures, 35mm filmstrips, slides, tape recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 6, 7, 10, 12, 13, 15

Wilding Inc.

405 Park Ave.
Hugh Gagne, Vice President
(see listing under Chicago)

NORTH CAROLINA

CHARLOTTE

Christian Film Service

1302 E. 4th St. (Phone: 3-5249)
C. W. Petty, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 12, 13, 14, 15

RALEIGH

National School and Industrial Corp.

14 Glenwood Ave. (Phone: TEmple 3-2824)
E. E. "Jack" Carter, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

PENNSYLVANIA

ABINGTON

A. C. P. Sales & Service Co.

2150 Clearview Ave. (Phone: OLdfield 9-4019)
Leonard S. Kamp, Owner
Production: Tape recording, disc recording
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

PHILADELPHIA

Dailey Service

1267 Spruce St. (7) (Phone: KIngsey 6-1797)
S. C. Dailey, President
Production: 16mm sound motion pictures, 35mm filmstrip, slides, tape recordings, disc recordings, produce sales meeting and conventions
Equipment Sales: Yes
Equipment Rental: 1, 2, 5, 6, 7, 10, 12, 13, 15

De Frenes Co.

1909 Buttonwood St. (30) (Phone: LOcust 6-1686)
Joseph DeFrenes, President
Production: 16mm and 35mm sound motion pictures

Oscar H. Hirt

41 N. 11th St. (7) (Phone: WALnut 2-5663)
Oscar H. Hirt, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Ralph Lopatin Productions

Room 2053, 1617 Pennsylvania Blvd. (3) (Phone: LO 8-6644)
Production: 16mm sound motion pictures
Equipment Sales: Yes
Equipment Rental: 1

Williams, Brown & Earle, Inc.

904-96 Chestnut St. (7) (Phone: WALnut 3-1800)
J. A. Steits, Manager
Production: 16mm sound motion pictures, filmstrips, slides, magnetic recording
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

PITTSBURGH

Appel Visual Service, Inc.

927 Penn Ave. (23) (Phone: GRant 1-0445)
Charles F. Appel, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

OHIO

CINCINNATI

Alpha Cine Service, Inc.

125 E. 6th St. (Phone: MAIn 1-4293)
Alice Heidemann, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Wilding Inc.

617 Vine St.
R. L. McMillan
(See listing under Chicago)

CLEVELAND

Martin I. Sperber

9507 Euclid Ave. (Phone: GARfield 1-8370)
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Wilding Inc.

1010 Euclid Ave.
L. T. Young, Vice President
(See listing under Chicago)

COLUMBUS

American Theatre Equipment Co.

165 N. High St. (15) (Phone: CA 1-3894)
P. R. Gardiner, Manager
Production: Slides
Equipment Sales: Yes
Equipment Rental: 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

DAYTON

Twyman Films, Inc.

329 Salem Ave. Phone: Baldwin 2-4014
Alan B. Twyman, Owner
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10,
12, 13, 14, 15

TOLEDO

Cousino Electronics Corp.

2107 Ashland Ave. (2) Phone: CHerry 3-4208
Joseph C. Meidt
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

OKLAHOMA

OKLAHOMA CITY

Vaseco, Inc.

2301 Classen Blvd. (6) Phone: JACKson 5-3513
W. G. Maxwell, Manager
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 5, 6, 7, 8, 9, 10, 11,
12, 13, 14, 15

OREGON

PORTLAND

Moore's Motion Picture Service

1201 S. W. Morrison (5) (Phone: CA 7-6497)
John T. Moore
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10,
11, 12, 13, 14, 15

Wilding Inc.

3 Gateway Center
K. M. Kuechenmeister
(See listing under Chicago)

TENNESSEE

MEMPHIS

Ideal Pictures, Inc.

18 S. Third St. (3) Phone: 37-4313
Stanley Nolan, Manager
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

Memphis Photo Supply

123 S. Court St. (1) Phone: 5-1548
W. M. Waller, Manager
Equipment Sales: Yes
Equipment Rental: 1, 6, 7, 11, 15

NASHVILLE

Tennessee Equipment & Supply Co.

115 2nd Ave., N. (3) Phone: 6-1464
J. E. Robbins, Vice-President
Equipment Sales: Yes
Equipment Rental: 2, 4, 6, 8, 9, 13, 15

TEXAS

AUSTIN

Capitol Photo Supplies

2425 Guadalupe St. Phone: GR 3-5717
Production: Slides
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10,
11, 12, 13, 14, 15

DALLAS

Bauer Audio Video

2911 N. Haskell St. Phone: LAkeSide 8-0588
Earl J. Bauer, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

FORT WORTH

The Camera Shop, Inc.

709 Throckmorton St. (2) Phone: ED 2-5237
J. E. Pulliam, Jr., President
Equipment Sales: Yes
Equipment Rental: 1, 2, 4, 5, 6, 7, 8, 9, 10,
13, 15

HOUSTON

Audio Visual Services

2310 Austin St. Phone: FAirfax 3-1319
R. R. Riley
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

Community Soundfilm Service

2813 San Jacinto St. Phone: CA 2-0103
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10,
13, 14, 15

UTAH

SALT LAKE CITY

Deseret Book Co.

44 E. South Temple St. Phone: DA 3-8191
A. H. Parry
Equipment Rental: 1, 2, 3, 5, 6, 7, 8, 9, 10,
12, 13, 14, 15

WASHINGTON

SEATTLE

Audio-Visual Center, Inc.

1205 N. 45th St. Phone: MEElrose 2-8461
P. H. Jaffarian, President
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

Rarig Motion Picture Co.

2100 N. 45th St. (3) (Phone: MEElrose 3-3878)
Edith A. Rarig
Production: 16mm sound and color motion
pictures, recording
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

SPOKANE

Inland Audio-Visual Co.

N. 2325 Monroe St. (17) Phone: FA 7-7549
John C. Ellington, Owner
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

WISCONSIN

MILWAUKEE

Wisconsin Sound Equipment Co., Inc.

2733 W. North Ave. Phone: Division 2-2144
Roy C. Van Brunt, President
Equipment Rental: 1, 2, 3, 4, 5, 6, 7, 8, 9,
10, 11, 12, 13, 14, 15

CANADA

ONTARIO

TORONTO

Caldwell Audio Visual Equipment Co. Ltd.

447 Jarvis St. (5) Phone: WALnut 2-2103
M. M. Elliott, Pres.
Production: 16mm, sound motion picture, slides,
tape recording
Film Rental: Yes
Equipment Sales: Yes
Equipment Rental: 1, 2, 3, 4, 6, 7, 9, 10, 11,
12, 13, 14, 15

Cellomatic Co. of Canada

496 Church St. (Phone: WALnut 1-5465)
(See listing under New York)

QUEBEC

MONTREAL

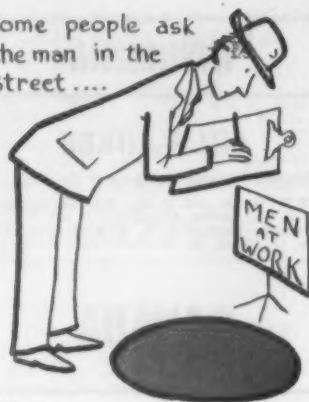
Cellomatic-Peelcraft

1647 St. Catherine St. W. (Phone: WELLington
2-4642)
(See listing under New York)

PLANNING A MEETING?

Start out on the right foot
— with *Meeting Planners Handbook*. This 32-page
booklet is loaded with ideas
— more than 14 complete
articles on how to improve
your meetings. Want a
copy? Send 50 cents to:
Readers' Service Dept., Sales
Meetings, 1212 Chestnut St.,
Philadelphia 7, Pa.

some people ask
the man in the
street....



others...
do it themselves



But, for professional
group travel planning,
those who know
come to

TRAVEL CONSULTANTS, INC. in the nation's capital.

When every detail of a trip
must be perfect, don't rely on
a general practitioner. Call
in the specialists in quality
group travel technique. Long
experience in developing group
itineraries and arrangements
for prominent organizations
throughout the world enables
us to tell you what works —
and why!

Call or write today for the answer to your
group travel requirements.

Travel Consultants
INCORPORATED
1612 "K" Street, N. W., Washington 6, D. C.
(telephone—District 7-9228)

N. Sidney Nyhus, President
David Randall, Manager, Group Sales

Incentive Travel Organizations

Key to Coding: 1—travel arrangements, 2—
hotel arrangements, 3—stock mailing pieces,
4—custom mailing pieces, 5—marketing anal-
ysis, 6—contest developments, 7—kickoff meet-
ing plans, 8—copy and scripts, 9—group
entertainment, 10—publicity, A—staff serviced,
B—serviced by outside consultant.

Adams Travel Bureau, Inc.

See Advertisement, Page 279

Land Title Building, Broad & Chestnut Sts.,
Philadelphia 16, Pa.
(Phone: LOcust 7-7005)
Herbert Lieberman, president
Services offered: 1A, 2A, 3B, 4A, 5A, 6A,
7A, 8A, 9A, 10A

American Express Company

65 Broadway, New York 6, N. Y.
(Phone: WH 4-2000)
Don Daly
Services offered: 1A, 2A, 3, 4.
Branch offices: Major cities throughout United
States and Canada.

Happiness Travel Service

(Happiness Tours, Inc.)
6 East Monroe Street, Chicago 3, Ill.
(Phone: ST 2-4900)
Benjamin Getzoff, mgr., Incentive Division
Services offered: 1A, 2A, 3A, 4A, 5B, 6A,
7A, B, 8A, B, 9A, B, 10A, Merchandise
(in association with John Plain & Company)
Branch office: 2 West 46th Street, New York
36, N. Y., Circle 7-3645; E. R. Rotchford,
manager.

Holiday House Travel Center, Inc.

(Division of Maritz Sales Builders)
13940 Michigan Avenue, Dearborn, Mich.
(Phone: LUzon 4-8440)
Frank Abrams, president
Services offered: 1A, 2A, 3A, 4A, 5A, 6A,
7A, 8A, 9A, 10A
Branch offices: San Francisco, Kansas City,
St. Louis, Chicago, Fort Wayne, Detroit,
Grand Rapids, Dayton, New York, Boston,
Baltimore.

Martin B. Iger & Co.

See Advertisement, Page 34

1475 Broadway, New York, N. Y.
(Phone: Wisconsin 7-2888)
Martin B. Iger, president
Services offered: 1A, 2A, 3A, 4B, 5A, 6A,
7A, 8B, 9A, B, 10B
Branch office: 235 Lincoln Road, Miami Beach,
Fla.; Ernie Pike, vice-president.

Industrial Travel Promotions, Inc.

306 South Michigan Avenue, Chicago 4, Ill.
(Phone: WAbash 2-0616)
Dick Todd, president
Services offered: 1A, 2A, 3A, 4B, 5B, 6A, 7A,
8A, 9A, 10A

Branch offices: 1636 Walnut Street, Phila-
delphia, Pa.; Steven Gachan, manager, 554
Madison Avenue, New York, N. Y.; Herman
Raju, manager, Hotel Cleveland, Cleveland,
Ohio; Morrie Bernet, Jr., manager, Wash-
ington, D. C.; Wm. McClean, Biscayne
Terrace Hotel, Miami Beach, Fla.; Carolyn
Seymore, manager, 240 Powell Street, San
Francisco, Cal.; Pieter Kelder, manager,
9501 Santa Monica Blvd., Beverly Hills, Cal.

Lee Kirkland Travel

1231 Baltimore Avenue, Kansas City, Mo.
(Phone: Victor 2-4744)
Eldredge W. White, vice-president—Sales
Services offered: 1A, 2A, 3A, 4A, 5B, 6A,
7A, 8A, 9A, 10A

The E. F. MacDonald Travel Co.

36 E. Wabash Avenue, Chicago 3, Ill.
(Phone: Financial 6-7373)
A. E. Ostholthoff, president
Services offered: 1A, 2A, 3A, 4A, 5A, 6A,
7A, 8A, 9A, 10A
Branch offices: Principal cities throughout
United States, Canada and Europe.

Travel-Consultants, Inc.

See Advertisement, Page 278

Affiliated with Carr Speirs Corporation
1612 K Street, N.W., Washington 6, D. C.
(Phone: District 7-0228)
David A. Randall, general sales manager
Services offered: 1A, 2A, 3A, 4A, 5B, 6A,
7A, 8A, 9A, 10A

V.I.P. Service, Inc.

720 Fifth Avenue, New York, N. Y.
(Phone: PLaza 3-0139)
Wm. J. Murphy, president
Services offered: 1A, 2A, 3A, 4A, 6A, 7A,
8A, 9A, 10A

World Travel Plan Corp.

150 East 50th Street
(Phone: PLaza 3-2077)
Joseph A. Tigani, president
Services offered: 1A, 2A, 3A, 4B, 5B, 6A,
7A, 8A, B, 9A, 10A

AIR LINES

Key to Coding: 1—itinerary planning, 2—
charter flights, 3—ground arrangements, 4—
hotel arrangements, 5—mailing pieces for con-
testants, 6—posters and banners, 7—travel
films, 8—tie-in souvenirs, 9—publicity, 10—
speakers, A—free, B—at cost

Air France

683 Fifth Avenue, New York, New York
Phone: OLYmpia 6-6000
Henri Lardon
Services Offered: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Alitalia Airlines

666 Fifth Avenue, New York 19, New York
Phone: JU 2-6500
J. St. Thomas, Assistant Sales Manager
Services Offered: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

American Airlines

100 Park Avenue, New York 17, New York
Phone: MUrray Hill 3-9000
R. W. Baker, Director Commercial Sales
Services Offered: 1, 3, 4, 5-B, 6-B, 7, 9

Braniff International Airways

Braniff Building, Exchange Park, Dallas 35,
Texas
Phone: FLEetwood 2-1721
Robert Booth, Manager of International Sales
Services Offered: 1, 2, 3, 4, 5-A&B, 6-A&B,
7, 8-A&B, 9, 10

British Overseas Airways Corporation

530 Fifth Avenue, New York 36, New York
Phone: MUrray Hill 7-8900
Mr. E. J. Wheatley, Sales Development Man-
ager, USA
Services Offered: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Capital Airlines

National Airport, Washington, D. C.
Phone: RE 7-6830
A. M. Kogelman, Manager Sales Division
Services Offered: 1, 2, 3, 4, 5-B, 6-B, 7, 8-B,
9, 10

Cubana Airlines

625 Madison Avenue, New York, New York
Phone: PLaza 3-0515
O. D. Vilato, Division Manager
Services Offered: 1, 2, 3, 4, 5-A, 6-A, 7, 8-A,
9, 10

Delta Air Lines

Atlanta Airport, Atlanta, Georgia
Phone: PO 1-6621
H. J. Salfer, Sales Promotion Manager
Services Offered: 1, 2, 3, 4, 5-A, 6-A, 7, 8,
9, 10

Eastern Air Lines

10 Rockefeller Plaza, New York, New York

Phone: YU 6-4500

A. A. F. Murphy, Assistant Manager Agency
Sales
Services Offered: 1, 2, 5-A&B, 6-A&B, 7,
8-A&B, 9, 10

Iberia Air Lines of Spain

338 Madison Avenue, New York, New York
Phone: MUrrayhill 7-6332
Jose San Gabriel, Passenger Sales Manager
Services Offered: 1, 2, 3, 4, 6, 7, 8, 9, 10

KLM Royal Dutch Airlines

609 Fifth Avenue, New York 17, New York
Phone: PLaza 9-2400
Hans Fischer, Advertising Manager
Services Offered: 1, 2, 3, 4, 5-A, 6-A, 7, 8-A, 9

National Airlines, Inc.

P. O. Box NAL, Airport Mail Facility, Miami
59, Florida
Phone: NEwton 2-6311, ext. 340
O. H. Hill, Director, Military & Convention
Sales
Services Offered: 1, 2, 3, 4, 5-A, 6-A, 7, 8,
9, 10

Northeast Airlines

Logan International Airport, Boston, Massa-
chusetts
Phone: LO 7-8300
A. E. Rondeau, Group & Convention Manager
Services Offered: 1, 2, 3, 4, 5-B, 6-B, 7, 8-A,
9, 10

Northwest Airlines, Inc.

1885 University Avenue, St. Paul 1, Minnesota
Phone: MI 6-2966
Charles R. Hussey, Director Passenger Sales
Services Offered: 1, 2, 3, 4, 5-B, 6-B, 7, 8-B,
9, 10

Pan American World Airways System

28-19 Bridge Plaza North, Long Island City 1,
New York
Phone: STillwell 6-5858, Ext. 885
P. M. Siefert, Manager Special Sales—U. S.
Services Offered: 1, 2, 3, 4, 5-A&B, 6-A, 7,
8-B, 9, 10

Sabena Belgian World Airways

720 Fifth Avenue, New York, New York
Phone: JUdson 6-1070
Jack Young
Services Offered: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Scandinavian Airlines System, Inc.

135-82 Queens Blvd. at Van Wyck Expressway,
Jamaica 35, New York
Phone: OLYmpia 7-8000
Donald P. Jones, Commercial Sales Supervisor
Services Offered: 1, 2, 3, 4, 6-B, 6-A, 7, 8-B,
9, 10

Swiss Air Lines

16 West 49th St., New York, New York
Phone: PLaza 7-4433
Samuel Nadelmann, Passenger Manager
Services Offered: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Trans-Canada Air Lines

10th Floor—Terminal Centre Bldg., Montreal,
Quebec, Canada
Phone: UN 6-5671
Mr. K. C. Burns, General Supervisor of Pas-
senger Sales Planning
Services Offered: 1, 2, 3, 4, 5-A&B, 6-A, 7,
8, 9, 10

Trans Caribbean Airways

375 Park Avenue, New York 22, New York
Phone: MUrray Hill 8-4400
Herbert Keilson, Sales Manager
Services Offered: 1, 2, 3, 4, 5-A, 6-A, 7, 8-B,
9, 10

Trans World Airlines, Inc.

350 Madison Avenue, New York 17, New York
Phone: Call nearest TWA office
Herb Lynn, Manager, Commercial Sales
Services Offered: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Western Airlines

P. O. Box 90605, Los Angeles 45, California
Phone: SPing 6-2345
Mrs. Betty Coroness, Manager Group Sales
Services Offered: 1, 2, 3, 4, 5-A, 6-A, 7, 8-A,
9, 10

"TOPS"



presents to

ADAMS TRAVEL BUREAU, Inc.

the

ROYAL VIKING AWARD

"For distinguished achievement"

Here's recognition from travel indus-
try leaders for Adams' combination of
promotion planning and personalized
travel service. Learn how we can put
the lure of travel to work for you—

- ★ INCENTIVE AWARD CAM-
PAIGNS
- ★ CONVENTION TRIPS
- ★ GROUP TOURS
- ★ EMPLOYEE VACATION PLANS

Write for copies of "Travel Talk", the
newsletter of incentive and group
travel. It's full of ideas you can use!

ADAMS TRAVEL BUREAU, Inc.

Land Title Bldg., LO 7-7005
Philadelphia 10, Penna.

ADVERTISERS' INDEX

Adams Travel Agency	279
Hotel Adolphus	200
The Advance Furnace Company	271
Aero Mayflower Transit Company	257
Alitalia Airlines	2
Allied Van Lines, Inc.	8, 9
Alpine Inn	223
Ambassador Hotel	99
American Airlines, Inc.	165
Americana Hotel	79
Andrews, Bartlett & Associates, Inc.	1
Apple Valley Inn	46
Arawak Hotel	234
Astor-Manhattan Hotels	156
Atlanta Biltmore Hotel	92
Bahamas Government Development Board	233
Baker Hotel	198
Balmoral Hotel	78
Barbizon Plaza Hotel	161
The Barcelona Hotel	78
Bedford Springs Hotel	184
Belleview Biltmore Hotel	67
Belmont Manor	229
Berkeley-Carteret Hotel	140
Berkshire Hills Conference	119
Bermuda Trade Development Board	229
The Bermudiana Hotel	230
Biltmore Terrace Hotel	81
Bishop's Lodge	146
Bismarck Hotel	98
Boca Raton Club	68
Bryan-Elliott Company	250
Buena Vista Hotel	127
Burnham Van Service, Inc.	23
Camelback Inn	42

Canadian National Railways	221
Canadian Pacific Railways	217
Capital Airlines	63
The Carillon Hotel	80
Casa Munras Hotel	52
Castle in the Clouds Hotel	193
Castle Harbour Hotel	230
Cat Key Club	233
The Cavalier Hotel	207
Chalfonte Haddon-Hall Hotel	140
The Chanticleer Hotel	222
Chapman Park Hotel	49
Chateau Lac Beauport	219
Hotel Chisca	194
Claremont Hotel	45
Claridge Hotel (Atlantic City)	141
Hotel Claridge (Memphis)	194
Color Corporation of America	275
Commodore Hotel	162
Concord Hotel	151
Condado Caribbean Hotel Corporation	224
Hotel Continental	131
Cuban Tourist Institute	17, 18, 19, 20
Dartnell Corporation	273
Daytona Beach Convention Bureau	68
Daytona Plaza-Princess Islena Hotels	69
Dearborn Inn	121
Deauville Hotel	82
Hotel Del Coronado	46
Dellwood Country Club	153
Delta Airlines	36
Hotel Dennis	141
Design Built Studios	252
Detroit-Leland Hotel	121
DiLido Hotel	81
Dinkler Hotels	38
Diplomat Hotel	71

Display Creators, Inc.	245
Display & Exhibit Co.	249
The Displayers, Inc.	252
Distinguished Hotels	167
The Doric Company	32
Drake Hotel (Chicago)	100
Drake Hotel (Philadelphia)	187
Dupont Plaza Hotel	76
Eastern Airlines	76, 84, 228
Eden Roc Hotel	83
Edgewater Gulf Hotel	128
Edison Hotel	162
El Rancho Hotel	236
Emerald Beach Hotel	233
Empress Hotel	83
The Essex & Sussex Hotel	145
Everglades Hotel	75
Exhibit Producers & Designers Assn.	240
Exposition Management Assn.	4
Expositions Clearing House Organization	253
Fields Management Co.	14, 15
Alan M. Fishburn Productions	267
Fontainebleau Hotel	85
Fontana Village Hotel	173
Hotel Fort Des Moines	10
Fort Montagu Beach Hotel	232
Freeman Decorating Co.	246
French Lick-Sheraton Hotel	107
Galt Ocean Mile Hotel	70
Gardner, Robinson, Steirheim & Weis, Inc.	259
General Exhibits & Displays	244
The Gideon Putnam Hotel	169
Gill Hotels	231
Glacier Park Lodge	133
The Golden Gate Hotel	84

ADVERTISERS' INDEX

continued

Grand Hotel (Mackinac Island, Mich.)	124
Grand Hotel (Pt. Clear, Ala.)	37
Gray Line New York Tours Corporation	164
Greater Providence Chamber of Commerce	191
Greenbrier	211
Griswold Hotel	61
Grossinger's	149
Gulf Hills Dude Ranch	129

Fred Harvey Hotels	39, 47, 146
--------------------	-------------

Hawaii Visitors Bureau	94
Henry Hudson Hotel	163
Hotel Hershey	185
Leonard Hicks, Jr., & Associates	29
Hilton Hotel Corporation	33
Hilton Hotels International	225
Hollywood Beach Hotel	72
The Homestead	205
Hotel Corporation of America	24
Hotel Sales Management Assn.	43

Indies House	74
Industrial Displays	252
Martin B. Iger Company	34
The Inn	185
Intercontinental Hotels	226
Ivel Construction Corporation	254

Jack-Bilt Corporation	262
Jack Morton Productions	267
Jack Tar Hotels	56
Jam Handy Organization	Cover 4
Jamaica Tourist Board	235
Jefferson Hotel	141
Jug End Barn	118
Jung Hotel	113

Kentucky Fair & Exposition Center	112
King Edward Sheraton Hotel	216
King's Gateway Hotel	212

LaConcha Hotel	224
LaSalle Hotel	98
Las Vegas Convention Bureau	137
The Laurentian	219
Lido Hotel	157, 158, 159, 160, 161
Lincoln Chamber of Commerce	134
Convention Committee	134
Long Beach Chamber of Commerce	48

Madison Hotel	142
Manger Annapolis (Washington, D.C.)	62
Manger De Witt Clinton (Albany, N.Y.)	146
Manger Hamilton (Washington, D.C.)	62
Manger Hay-Adams (Washington, D.C.)	62
Manger Hotel (Cleveland)	176
Manger Hotel (Grand Rapids, Mich.)	123
Manger Hotel (Rochester)	168
Manger Hotel (Savannah)	93
Manger Vanderbilt (New York, N.Y.)	164
Manger Windsor (New York, N.Y.)	164
Manoir Richelieu	222
Manor House	223
Manpower, Inc.	Cover 3
Hotel Maria Isabel	238
Marrakesh Hotel	234
Mayfair Hotel	12
Memorial Coliseum	181
Messmore & Damon	256
City of Miami	76
Miami Beach Exhibition Hall	77

Miramar Hotel	58
Mississippi Gulf Coast	127
Monmouth Hotel	145
Mont Tremblant Lodge	222
Montauk Manor	152
Monterey Convention Bureau	52
Mount Washington Hotel	139
Hotel Muehlebach	130
Multnomah Western Hotel	182
Myrtle Beach Chamber of Commerce	192

National Airlines	70
National Exposition Service	248
National Guard Armory	13
National Studios	272
New York Coliseum	5
New York Trade Show Corporation	154
Niagara Hotel	168
North American Van Lines	247
Northeast Airlines	3
Northernair	213
Northwest Orient Airlines, Inc.	26, 27
Novelart Company	243

Ohio Displays	258
Orchids of Hawaii	2

Palm Springs Riviera Hotel	53
Pan American World Airways, Inc.	21
Paradise Inn	40
Hotel Patten	193
Park Sheraton Hotel	166
Peninsular & Occidental Steamship Co.	232
Penn-Sheraton Hotel	188
Pick-Nicollet Hotel	125
Pierre Marquis Hotel	237
Plumb Point Country Club	153
Pocono Manor Inn	189
Poland's Spring & Mansion House	116
Potter Verda Club	89
Poughkeepsie Inn	169
Premier Hotel Representatives, Inc.	28
Hotel President	130
Princeton Inn	144

The Queen Elizabeth Hotel	220
---------------------------	-----

Radisson Hotel	126
Railway Express Agency	32
Louis Rastetter & Sons	273
Realty Hotels	162
Richmond Hotels, Inc.	206
Riviera Hotel	135
Hotel Robert Meyer	73
Roney Plaza Hotel	86
Roosevelt Hotel	114

Sagamore Hotel	150
St. Croix Hotel	228
St. Moritz Hotel	164
San Antonio Chamber of Commerce	203
San Marcos Hotel	39
William Sanford, Inc.	243
Santa Monica Convention Bureau	58
Hotel Savery	110
Saxony Hotel	88
Sea Breeze Hotel	89
Shawnee Inn	190
Shelborne Hotel (Miami Beach)	89
Shelburne Hotel (Atlantic City)	142
Sheraton Hotel (Akron)	174
Sheraton Hotel (Louisville)	112
Sheraton Hotel (Philadelphia)	187
Sheraton Hotels (Rochester)	168
Sheraton-Atlantic Hotel	166
Sheraton-Biltmore Hotel	191
Sheraton-Blackstone Hotel	102
Sheraton-Brock Hotel	215
Sheraton-Cadillac Hotel	122
Sheraton-Catawact Hotel	192
Sheraton-Charles Hotel	115
Sheraton-Cleveland Hotel	177
Sheraton-Connaught Hotel	215

Sheraton Corporation of America	11, 22
Sheraton-Dallas Hotel	199
Sheraton-Fontenelle Hotel	134
Sheraton-Gibson Hotel	175
Sheraton-Hawaiian Hotels	95
Sheraton-Jefferson Hotel	132
Sheraton-Johnson Hotel	192
Sheraton-Martin Hotel	111
Sheraton-Montrose Hotel	108
Sheraton-Mt. Royal Hotel	219
Sheraton-Palace Hotel	55
Sheraton Park Hotel	65
Sheraton-Portland Hotel	183
Sheraton-Syracuse Inn	170
Sheraton-Towers Hotel	102
Sheraton-West Hotel	50
Hotel Sherman	103
Shinderman Management Corporation	211
Show Service Exhibits, Inc.	255
The Shoreham Hotel	66
Shure Brothers, Inc.	271
Skirvin Hotels	179
Skyline Inn	185, 186
Skytop Club	190
Sleepy Hollow Beach Hotel	124
Roger Smith Hotel (Holyoke, Mass.)	118
Roger Smith Hotel (New Brunswick, N.J.)	143
Roger Smith Hotel (Stamford, Conn.)	61
Roger Smith Hotel (Washington, D.C.)	64
Roger Smith Hotel (Waterbury, Conn.)	62
Roger Smith Hotel White Plains, N.Y.	171
Soreno Hotel	90
Southwest Hotels, Inc.	44
Spectacular	272
Spring Rock Country Club	169
Standard Photo Service	265
Stardust Hotel	136
State Fair of Texas	197
Harvey Stief, Inc.	256
Structural Display Co., Inc.	251
Stuart Company	242
Sullivan County Hotel Assn.	148
Sun n' Sand Hotel Court	128
Sun Valley Lodge	96

Tampa Chamber of Commerce	91
Taunton Inn (Taunton, Mass.)	120
M. E. Taylor & Son	243
Tel-A-Story, Inc.	276
Three Dimensions	246
Trans Canada Airlines	218
Trans-Caribbean Airways	227
Trans World Airlines, Inc.	Cover 2, 41, 51, 87, 101, 155
Tarvel Consultants, Inc.	278
Traymore Hotel	142
Treadway Inns Corporation	30, 31

Union Stockyard & Transit Company	97
United Airlines, Inc.	6, 7, 49, 50, 55, 64, 95, 98, 156, 176, 180, 187, 189, 209
United Van Lines	25
U.S. Hotel Thayer	171
Utell International	29

Veterans Memorial Auditorium	109
Villa Moderne Hotel	105
Vinoy Park Hotel	90

Warwick Hotel	164
Hotel Webster Hall	189
Wentworth-by-the-Sea Hotel	139
Western Air Lines, Inc.	57
Western Hotels	56
Westward Ho Hotel	42
Wheaton Van Lines, Inc.	248
The Wigwam	39
Willard Hotel	64
Wilding, Inc.	268
Williamsburg Inn & Lodge	208



**SALES MANAGERS! AD AGENCIES!
CONVENTION MANAGERS!** Turn your
convention problems over to Manpower, Inc.

call any manpower® office for
**Booth Attendants
Models • Typists
Demonstrators
Booth Set-Up**



No matter where you exhibit, there's
a friendly Manpower, Inc. branch
office to serve you. We pay all taxes,
salaries, and insurance. You receive
one bill for total hours worked.

FREE Helpful Booklet

"100 Suggestions for Con-
vention and Trade Show
Exhibitors"

Write on your letterhead or
call any Manpower, Inc. Office
listed below.

manpower, inc.

**826 N. Plankinton Avenue
Milwaukee, Wisconsin**

OVER 175 OFFICES IN THE U.S., CANADA, MEXICO AND EUROPE

Akron	HE 4-1928	Evansville, Ind.	HA 2-4195	Norristown, Pa.	BR 5-5495	Syracuse	GR 1-6181
Albany, N. Y.	AL 3-4195	Fort Worth	ED 2-8721	Oakland	GL 2-1046	Tacoma	FU 3-4338
Albuquerque	AL 6-9801	Fresno	AD 3-7317	Oklahoma City	CE 2-1171	Tampa	8-0408
Allentown	HE 5-8021	Gary	TU 3-6417	Omaha	WE 4403	Toledo	CH 8-4648
Atlanta	MU 8-1538	Grand Rapids	GL 9-9454	Orlando	CH 1-1684	Trenton	LY 9-2543
Austin, Tex.	GR 2-7227	Green Bay, Wis.	HE 7-0801	Paterson	AR 8-4500	Tucson	EA 6-2461
Bakersfield, Calif.	FA 4-9408	Greensboro, N. C.	BR 5-6316	Perth Amboy, N. J.	HI 2-6962	Tyler, Tex.	LY 2-0883
Baltimore	MU 5-0697	Hackensack	DI 2-6962	Philadelphia	KI 5-3850	Vancouver, Wash.	ZE 9749
Baton Rouge, La.	EL 5-5566	Hammond	WE 2-8161	Phoenix	AL 8-5351	Waco, Tex.	PL 2-2504
Bay City, Mich.	TW 2-4248	Hartford	CH 9-0618	Pittsburgh	AT 1-6164	Washington, D. C.	EX 3-1546
Birmingham	FA 2-7607	Houston	FA 3-9157	Portland	CA 6-2719	Waterbury	RI 4-8303
Boston	KE 6-8011	Indianapolis	ME 2-9427	Providence	DE 1-4185	Waterloo, Iowa	AD 4-0349
Bridgeport, Conn.	FO 7-8457	Jackson, Miss.	FL 2-8379	Queens	RA 9-1960	Wausau, Wis.	2-2226
Bronx	MO 5-3483	Jacksonville	EL 5-1604	Racine, Wis.	ME 7-1263	White Plains	WH 6-0233
Brooklyn	MA 5-6450	Jersey City	SW 5-3636	Richmond	MI 9-0313	Wichita	HO 4-2314
Buffalo	MA 7538	Kansas City	VI 2-2721	Rochester	BA 5-5340	Wilmington	OL 5-6196
Canton, O.	GL 6-7284	Levittown, Pa.	WI 6-5308	Rockford	WO 8-7521	Worcester, Mass.	PL 7-8363
Cedar Rapids, Ia.	EM 5-5203	Lexington, Ky.	7-9524	Sacramento	PL 4-7681	Youngstown	GA 4-4159
Charleston, S. C.	RA 2-6591	Little Rock	FR 6-1301	Saginaw, Mich.	PL 4-6506	Edmonton, Canada	GA 4-4166
Charlotte	ED 3-9611	Los Angeles	MA 3-1855	St. Louis	GA 1-5766	Hamilton, Canada	JA 7-1534
Chattanooga	AM 5-3483	Sherman Oaks, Calif.	ST 9-0381	St. Paul	CA 4-0710	Montreal, Canada	VI 4-1078
Chicago	AN 3-4734	Louisville	JU 3-1674	St. Petersburg	7-2790	Toronto, Canada	WA 5-1174
Cincinnati	MA 1-7250	Lynn, Mass.	EN 5556	Salt Lake City	EM 4-6561	Vancouver, Canada	MU 2-1858
Cleveland	TO 1-5450	Madison	AL 7-1057	San Antonio	CA 4-9251	Winnipeg, Canada	WH 3-4457
Columbus	CA 4-4287	Memphis	JA 5-7951	San Bernardino	TU 8-3461	Brussels, Belgium	47.16.63
Corpus Christi	TU 2-9251	Miami, Fla.	FR 3-7618	Riverside	BE 4-7347	London, England	REG 6121
Dallas	RI 1-1091	Milwaukee	BR 2-8500	San Diego	EX 2-4658	Paris, France	MACMahon 19.78
Davenport	6-5301	Minneapolis	FE 8-0010	San Francisco	CY 7-0500	Frankfurt a./Main, Ger.	77.60.26
Dayton	BA 4-7663	Morristown, N. J.	JE 9-4115	San Jose	FR 4-7796	Milan, Italy	70.88.02
Decatur, Ill.	2-8528	Nashville	AL 4-8372	Schenectady	GL 2-8100	Rome, Italy	35.36.47
Denver	KE 4-7285	Newark	MA 4-4235	Seattle	GL 7-4491	Mexico City, Mexico	14.22.99
Des Moines	AT 8-6745	New Brunswick, N. J.	KI 5-7993	Shelbyogan	8-0139	Lisbon, Portugal	56.695
Detroit	WO 5-0665	New Haven	MA 4-2187	Sioux City	4-7084	Barcelona, Spain	37.33.88
Elizabeth	EL 4-3415	New Orleans	JA 5-0185	Sioux Falls	CE 4-0157	Madrid, Spain	35.32.58
Elyria-Lorain, O.	FA 3-3171	New York	CH 4-6023	Springfield, Mass.	ST 8-0335	Stockholm, Sweden	60.03.66
Erie, Pa.	GL 6-2995	Niagara Falls	BU 4-0457	Springfield, Ohio	FA 4-4422		
Evanston, Ill.	UN 9-9700	Norfolk	MA 7-3661				

© 1959 Manpower, Inc.



WE'LL HELP YOU PUT IT ACROSS

Whatever your sales goal, Jam Handy can help you reach it. You call the signals—we'll help you pack that extra punch into your paydirt drive, with plenty of solid down-to-earth drill on selling fundamentals.

If you can score better with motion pictures, we'll produce them for you. Or, if experience has shown that less elaborate sales presentation aids will do it, we'll take care of those too.

With your guidance, production is completed in minimum conference time. Costs are consistent with your budget, or as low as the need indicates. For consultation call . . .

The **JAM HANDY** *Organization*

NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE
CALL NEW YORK, JUdson 2-4000 HOLLYWOOD, HOLlywood 3-2321 DETROIT, TRInity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEuth 0143 CHICAGO, STate 2-6757

